

¹⁰ PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

[illegible]

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

12 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
									PERS (2+)	18+ 18-	49 49	LOH W/CH 18-49 18- W/CH	TOTAL	34 34	49 49	54 54	64 64	55+ 55+	TOTAL	34 34	49 49	54 54	64 64	55+ 55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 6	TOT. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

14 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C						HOUSEHOLD AUDIENCES AVG. SH AUD. %		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
								TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN					
								PERS	WOMEN	18-49		18-	18-	25-	35-		18-	18-	25-	35-		TOT. FEM.	TOT. TOT.	TOT. TOT.					
								(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-6	11		
EVENING CONT'D																													
CBS SUNDAY MOVIE(R)						A	15.1	27	1338	1548	291	177	55	804	154	336	375	422	383	627	125	285	310	336	290	54	24^	64	34^
SUN 9.00P 120 CBS 6						B	12.5	23	1108	1556	303	198	52	839	175	362	381	427	397	577	121	252	269	296	274	60	33	80	51
210 99 FF 43						C	16.2	26	1439	1635	331	234	59	860	213	425	428	433	363	612	153	305	313	319	254	78	38	86	53
A CASE OF DEADLY FORCE						A	14.4	26	1276	1541	306	186	48^	815	153	338	382	437	390	595	113	265	293	314	277	58	26^	72	35^
9.00 - 9.30						A	14.7	26	1302	1545	293	172	54	801	141	326	376	432	387	621	117	279	305	334	291	56	25^	67	36^
9.30 - 10.00						A	15.3	27	1356	1541	286	175	57	800	153	335	370	417	383	633	126	286	312	343	295	52	24^	56	32^
10.00 - 10.30						A	16.1	30	1426	1554	278	175	59	796	168	343	371	401	372	650	139	306	326	349	294	49	21^	60	35^
10.30 - 11.00																													
CBS TUESDAY MOVIE(R)						A	11.9	22	1054	1521	275	195	75	795	223	389	366	381	341	521	151	275	295	258	199	81	48^	123	69
TUE 9.00P 120 CBS 5						B	11.0	20	978	1489	296	218	66	803	219	417	396	401	329	487	147	267	268	243	181	81	46	118	72
203 98 FF 13						C	11.6	20	1030	1530	310	225	76	823	233	440	428	410	317	494	149	272	271	245	181	84	45	129	73
JOHNNIE MAE GIBSON: FBI						A	9.7	18	859	1506	264	185	65^	790	208	359	338	373	368	523	154	266	280	245	216	72^	42^	121	57^
9.00 - 9.30						A	10.9	19	966	1516	272	194	84	790	230	380	353	361	348	509	145	260	290	247	195	85	57^	132	74
9.30 - 10.00						A	13.3	24	1178	1550	280	199	77	806	235	412	383	390	327	524	157	284	304	262	192	85	49^	135	83
10.00 - 10.30						A	13.6	26	1205	1517	283	199	73	798	216	398	385	396	333	530	149	286	302	275	198	81	44^	108	60
10.30 - 11.00																													
CHANNEL 99(S)						A	13.9	26	1232	1642	326	272	107	720	343	505	426	276	164	563	293	431	336	219	108	157	86	202	135
THU 9.30P 30 NBC 5																													
207 98 CS 44						B	16.1	30	1426	1624	345	291	109	733	339	508	429	289	175	542	295	409	314	193	108	155	87	194	127
CHEERS(R)						C	16.6	31	1471	1611	324	277	111	721	333	507	424	282	177	515	253	385	321	206	103	170	93	205	132
THU 9.00P 30 NBC 5																													
209 98 CS 44						C	22.1	36	1956	1678	346	291	108	784	334	525	460	322	214	530	235	372	331	229	125	165	88	200	123
DESIGNING WOMEN(R)						A	10.7	18	948	1579	332	267	76	787	296	479	423	333	259	497	215	327	288	205	143	116	75	178	107
MON 9.30P 30 CBS 4						B	10.3	19	913	1560	337	275	89	805	306	488	440	337	275	519	206	329	293	227	155	98	63	138	88
211 99 CS 4						C	10.3	19	913	1560	337	275	89	805	306	488	440	337	275	519	206	329	293	227	155	98	63	138	88
DISNEY SUNDAY MOVIE(R)						A	5.3	11	470	1661	177	133^	47^	640	184	335	339	301	256	566	191	337	306	245	202	138	50^	316	196
SUN 7.00P 60 ABC 6						B	5.5	12	487	1670	220	167	75	624	215	349	332	283	230	581	214	369	346	276	176	116	48^	349	216
215 99 FF 40						C	9.2	16	817	1960	268	224	100	702	276	472	425	322	191	586	239	425	397	289	123	193	95	479	305
SUNDAY DRIVE, PT.2						A	4.9	11	434	1632	183	134^	42^	647	186	338	348	301	256	553	176	319	291	243	206	141^	42^	292	179
7.00 - 7.30						A	5.8	12	514	1656	169	129	50^	623	179	327	326	295	251	568	200	347	313	242	194	134	55^	332	208
7.30 - 8.00																													
DUET(R)						A	3.6	6	319	1557	399	368	89^	688	392	535	387	227	137^	528	316	476	342	174^	39^	143^	75^	198^	134^
SUN 10.00P 30 FOX 5						B	3.4	6	301	1564	316	281	111^	663	339	502	389	258	129	545	291	440	336	204	78^	165	97^	192	122
122 84 CS 5						C	3.4	6	301	1564	316	281	111^	663	339	502	389	258	129	545	291	440	336	204	78^	165	97^	192	122
EQUALIZER(R)						A	11.0	20	975	1459	233	169	68	792	169	368	374	381	381	523	126	240	264	248	229	44^	18^	101	60^
WED 9.00P 60 CBS 5						B	9.8	18	872	1548	272	203	66	799	194	395	383	377	349	558	162	283	275	242	226	78	41	113	71
205 99 PD 6						C	10.1	19	895	1542	279	209	65	793	193	398	389	381	341	563	160	284	283	253	228	75	39	110	68
CONT'D																													

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
									TOTAL WORKING				LOH	W O M E N					M E N					T E E N S	
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18+	18-49 W/CH 18-															

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

20 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
DAY	TIME	DUR	NET #STNS	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
									PERS		WOMEN	18-49		18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	TOT.	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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AUG. 1-7, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																							
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS WOMEN		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN																																								
DAY	TIME	DUR	NET	NO. OF T/C																																																												
#STNS	CVG%	TYPE																																																														
(2+)	18+	49	<3																																																													
TOTAL	34	49	54	64	55+																																																											
TOTAL	34	49	54	64	55+																																																											
TOT.	FEM.	TOT.	TOT.	TOT.	TOT.																																																											
12-	12-	2-	6-	11	11																																																											
17	17	11	11																																																													
EVENING CONT'D																																																																
NFL PRE-SEASON FOOTBALL(-CONT'D																																																																
LA RAIDERS VS SAN FRANCISCO																																																																
9.00 - 9.30																																	A	6.0	13	532	1479	145	117^	44^	535	125	227	225	208	269	762	233	410	401	325	288	70^	25^	112^	75^								
9.30 - 10.00																																	A	7.9	16	700	1453	142	114	36^	510	134	225	218	195	247	772	211	441	444	389	269	59^	22^	113	78^								
10.00 - 10.30																																	A	8.2	17	727	1452	173	138	39^	514	131	232	233	209	244	753	213	427	441	381	265	82^	24^	104	77^								
10.30 - 11.00																																	A	7.9	17	700	1482	178	144	38^	543	148	261	259	221	244	774	246	454	454	366	267	71^	28^	94	71^								
11.00 - 11.30																																	A	7.5	17	665	1443	161	125	37^	531	145	253	255	217	241	749	256	451	439	338	262	76^	23^	87^	55^								
11.30 - 12.00																																	A	7.2	19	638	1444	160	123	44^	523	158	259	229	211	239	739	252	439	448	356	248	93^	22^	89^	59^								
12.00 - 12.30																																	A	6.4	18	567	1477	174	142	47^	542	203	294	240	192	234	758	273	473	462	354	248	85^	22^	92^	63^								
NIGHT COURT SPECIAL(S,R)																																	A	14.8	28	1311	1575	303	244	96	661	287	454	392	278	161	569	282	428	352	230	119	180	91	165	113								
THU 10.00P 60 NBC																																																																
208 98 CS																																																																
10.00 - 10.30																																	A	14.6	27	1294	1589	311	253	100	675	300	466	405	276	162	570	282	424	346	230	125	179	94	166	109								
10.30 - 11.00																																	A	15.0	29	1329	1560	295	236	93	647	273	442	380	280	159	568	282	433	358	230	113	181	88	165	117								
OHARA(R)																																	A	7.0	14	620	1554	209	168	42^	705	136	316	329	346	333	605	176	333	332	273	221	111	38^	133	99^								
SAT 9.00P 60 ABC 5																																	B	6.5	14	579	1593	259	193	54^	758	171	346	345	367	349	621	174	326	311	300	248	76	28^	139	93								
196 97 OP 25																																	C	7.5	14	662	1652	276	204	56	780	163	374	384	408	347	628	154	329	329	331	251	82	35^	162	110								
9.00 - 9.30																																	A	6.4	13	567	1532	200	160	33^	679	111^	294	321	357	326	622	170	344	343	298	220	106^	36^	126	101^								
9.30 - 10.00																																	A	7.7	16	682	1552	213	172	49^	717	154	330	332	333	335	583	178	319	318	248	219	114	39^	138	97								
PEOPLE MAGAZINE ON TV(S)																																	A	12.2	23	1081	1510	288	215	94	811	266	437	398	355	331	529	186	328	315	252	166	68	32^	101	73								
THU 10.00P 60 CBS																																																																
208 98 GV																																																																
10.00 - 10.30																																	A	12.1	22	1072	1487	290	217	95	807	259	435	397	353	329	505	169	309	297	245	160	69	30^	107	80								
10.30 - 11.00																																	A	12.3	24	1090	1532	287	214	93	816	272	439	399	357	332	553	202	347	332	258	172	67	34^	96	65								
PERFECT STRANGERS(R)																																	A	7.5	17	665	1473	227	166	71^	711	207	339	300	294	336	434	150	242	227	189	149	102	64^	226	136								
FRI 8.00P 30 ABC																																	B	8.8	20	783	1578	267	201	74	765	237	399	350	318	319	438	156	253	231	191	147	140	83	235	161								
208 97 CS 23																																	C	10.0	21	885	1614	272	209	86	776	250	412	380	317	314	441	163	260	242	199	144	134	81	262	169								
PRESIDENTIAL PORTRAIT																																	A	10.4	19	921	1513	274	192	73	798	217	382	367	381	353	490	141	245	256	235	197	96	56	128	87								
TUE 9.59P 1 CBS																																	B	9.7	17	861	1537	298	224	76	803	241	425	401	367	322	494	164	276	269	226	178	96	56	143	92								
205 98 DO 108																																	C	12.4	20	1100	1572	310	233	72	820	238	432	415	384	330	541	174	305	292	260	197	94	46	117	72								
THU 9.58P 1																																																																
RAGS TO RICHES(R)																																	A	5.7	12	505	1678	270	211	80^	684	237	428	361	306	223	433	196	274	242	172	130	174	107^	387	276								
SUN 7.00P 60 NBC																																	B	5.8	13	514	1672	276	212	63^	700	226	427	365	323	236	456	174	304	280	223	119	207	135	309	233								
205 99 CS 5																																	C	5.8	13	514	1672	276	212	63^	700	226	427	365	323	236	456	174	304	280	223	119	207	135	309	233								
7.00 - 7.30																																	A	5.3	12	470	1671	260	199	74^	699	215	412	351	323	253	445	182	264	230	188	151	166	89^	361	262								
7.30 - 8.00																																	A	6.1	13	540	1683	278	222	85^	671	256	442	370	291	197	423	208	282	253	158	112^	180	122	409	288								
REPORTERS																																	A	3.0	7	266	1636	262	188^	95^	761	234^	417	351	388	279	657	287	451	384	282	146^	128^	47^	91^	66^								
CONT'D																																																																

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

26 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18+	18- 49	W/CH <3	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 6	TOT. 6- 11		
EVENING CONT'D																												
REPORTERS-CONT'D																												
SAT	8.00P	60	FOX	2	B	3.2	7	284	1513	246	173	78^	642	207	353	322	333	224	647	271	442	388	292	159^	101^	30v	122^	67^
	118	81	DN	2	C	3.2	7	284	1513	246	173	78^	642	207	353	322	333	224	647	271	442	388	292	159^	101^	30v	122^	67^
	8.00 - 8.30				A	3.3	8	292	1582	240	173^	93^	735	230	388	316	361	290	637	279	435	370	268	144^	119^	44v	91^	77^
	8.30 - 9.00				A	2.7	6	239	1703	289	207^	97^	792	239^	452	393	421	266	681	297	471	400	298	147^	139^	51v	90^	53v
ST. ELSEWHERE(R)																												
WED	10.00P	60	NBC	2	A	6.8	13	602	1475	284	223	101^	764	272	452	465	332	256	445	194	292	237	163	133	113	74^	152	110
	204	97	GD	24	B	6.9	13	607	1461	285	235	92	743	251	454	448	335	242	469	197	329	284	200	109	114	68^	134	92
	10.00 - 10.30				C	13.1	23	1157	1495	329	264	111	834	298	520	501	403	252	504	202	335	310	231	138	80	50	77	44
	10.30 - 11.00				A	6.8	13	602	1486	287	226	105^	745	251	440	454	331	257	458	213	310	250	157	130	120	73^	163	119
					A	6.9	13	611	1442	277	218	95^	772	289	458	469	329	250	426	172	270	221	167	134	105	75^	139	99^
SATURDAY NIGHT-LATE SHOW(S)																												
SAT	9.00P	60	FOX		A	2.1	4	186	1511	272^	198^	123^	723	285^	442	361	364	214^	633	355	468	342	245^	140^	85v	34v	70v	32v
	109	79	GV																									
	9.00 - 9.30				A	2.1	4	186	1475	254^	186^	129^	717	298^	463	356	360	185^	629	334^	461	350	257^	135^	93^	38v	36v	6v
	9.30 - 10.00				A	2.1	4	186	1548	290^	210^	117^	729	272^	422	365	369	243^	637	375	474	335^	232^	145^	77v	30v	104^	58v
SIMON & SIMON(R)																												
					A	8.4	16	744	1523	264	192	72^	786	206	375	369	355	357	521	153	287	282	244	198	99	48^	117	86
THU																												
	9.00P	60	CBS	5	B	7.6	14	673	1572	270	205	77	809	203	403	387	372	353	507	149	267	265	230	200	99	44^	158	99
	206	97	PD	24	C	11.4	18	1009	1617	279	203	69	820	200	402	397	397	359	558	160	294	294	272	216	99	46	139	86
	9.00 - 9.30				A	7.8	15	691	1514	255	192	75^	770	205	370	362	341	352	539	152	301	300	258	203	91^	42^	114	76^
	9.30 - 10.00				A	9.1	17	806	1514	268	191	69^	792	204	374	370	363	358	499	152	271	263	231	192	104	53^	119	94
60 MINUTES																												
SUN	7.00P	60	CBS	6	A	16.6	36	1471	1489	262	180	46	755	150	294	314	322	402	658	158	327	335	313	280	29^	11^	47	15^
	212	99	DN	47	B	14.7	33	1301	1498	246	166	41	769	139	277	298	336	432	650	135	276	297	303	319	30	13^	49	26
	7.00 - 7.30				C	19.0	34	1681	1548	276	186	41	771	146	296	314	351	415	690	159	315	329	329	320	37	15	50	27
	7.30 - 8.00				A	15.5	34	1373	1473	251	175	44^	742	137	284	305	316	403	662	148	325	339	319	286	26^	11v	43^	14^
					A	17.6	37	1559	1511	272	185	49	770	162	305	323	329	402	658	167	332	334	310	277	32^	12^	51	16^
SLAP MAXWELL(R)																												
WED	9.30P	30	ABC	5	A	7.5	14	665	1461	319	236	63^	705	239	379	334	320	263	495	196	331	290	226	140	108	69^	153	99
	211	99	CS	8	B	7.8	14	688	1478	299	241	98	750	301	467	407	321	235	455	203	305	268	194	121	105	56	167	103
					C	8.0	15	712	1476	296	239	98	733	294	467	413	319	220	477	213	326	292	207	119	109	56	158	96
SMART GUYS(S)																												
SUN	10.30P	30	NBC		A	9.5	18	842	1796	223	193	118	626	294	465	400	247	133	709	378	561	463	278	118	174	64^	288	202
	204	99	CS																									
SPENSER: FOR HIRE(R)																												
WED	10.00P	60	ABC	5	A	10.3	20	913	1539	301	217	75	765	218	410	396	366	302	552	178	317	285	262	205	95	52^	127	77
	211	98	PD	6	B	9.7	19	861	1512	293	220	82	779	237	434	409	381	294	509	179	300	275	230	178	91	41	132	84
	10.00 - 10.30				C	9.8	19	868	1500	284	216	80	767	232	428	405	378	286	512	179	301	276	233	180	92	43	129	84
	10.30 - 11.00				A	9.9	18	877	1537	308	224	72^	763	220	403	385	357	309	537	171	309	268	253	204	105	61^	131	84
					A	10.7	21	948	1541	295	211	79	767	216	416	407	375	295	567	183	325	301	270	206	85	44^	122	69
SPORTSBREAK-SAT																												
CONT'D																												
					A	5.4	12	478	1498	230	193	97^	633	220	360	326	250	244	656	206	375	392	313	230	52^	17v	157	122^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

30 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR #STNS	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N						M E N					T E E N S		CHILDREN							
									PERS (2+)		WOMEN 18+	18- 49 W/CH <3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12- 17	12- 17	2- 11	6- 11					
EVENING CONT'D																																	
227(R)-CONT'D																																	
	200	96	CS	41	C	14.9	28	1321			1689	303	236	74	848	261	434	385	335	368	438	151	246	224	184	162	158	101	244	167			
WEREWOLF(R)																																	
SUN	10.30P	30	FOX	6	A	1.7	3	151			1352	336^	286^	39v	526	311^	411^	309^	208^	91v	526	305^	469	363^	203^	37v	168^	38v	132^	92v			
	77	65	SM	14	B	1.5	3	128			1556	301	267	53v	545	246^	401	339	266	106^	657	353	537	420	256^	101^	200^	84^	155^	89^			
					C	1.5	3	135			1493	290	248	59^	559	228	394	340	267	131^	610	286	457	390	274	109^	182^	84^	142^	88^			
WHO'S THE BOSS?(R)																																	
TUE	8.00P	30	ABC	5	A	13.5	27	1196			1614	331	277	86	692	329	474	367	263	182	465	242	337	281	169	103	186	126	271	179			
	218	99	CS	41	B	13.2	26	1166			1630	316	267	99	733	333	495	391	272	197	454	227	324	264	173	100	177	119	266	172			
					C	19.1	31	1688			1719	334	282	98	755	333	506	426	292	207	460	214	325	280	193	103	210	119	294	197			
WISEGUY(R)																																	
WED	10.00P	60	CBS	5	A	10.6	20	939			1584	277	214	80	822	246	460	445	387	297	586	212	336	356	280	183	75	33^	101	68			
	206	99	OP	7	B	10.5	20	930			1591	281	217	75	769	235	440	415	371	271	597	224	369	348	276	177	105	45	120	80			
	10.00 - 10.30				C	11.2	21	989			1600	275	213	75	774	238	443	410	368	277	611	220	367	351	289	193	95	40	119	79			
	10.30 - 11.00				A	10.5	19	930			1588	276	217	86	829	251	472	458	386	290	579	207	332	348	274	187	77	31^	103	68^			
					A	10.8	21	957			1565	275	208	74	808	238	444	428	384	301	587	214	336	361	282	177	73	36^	98	67			

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

32 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF						KEY	HOUSEHOLD AUDIENCES AVG. AVG. AUD. AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									WORKING WOMEN 18- 18+ 49		W O M E N 18- 18- 25- 35- 34 49 54 64 55+					M E N 18- 18- 25- 35- 34 49 54 64 55+					T E E N S MALE FEM. TOT. 12- 12- 12- 17 17 14			C H I L D R E N TOT. MALE FEM. 2- 6- 6- 5 11 11					
											TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12- 17	12- 17	14	2- 5	6- 11	6- 11	
EARLY EVENING NEWS																													
ABC WORLD NEWS TONIGHT						A	8.6	19	758	226	163	759	132	280	308	353	416	551	125	225	230	240	280	27^	21^	17^	25^	17^	20^
MON-FRI 6.30P 30 ABC 30						B	8.7	19	766	234	168	771	146	292	316	353	412	555	132	243	253	254	265	26^	23^	21^	27^	16^	19^
213 99 N 223						C	10.2	20	907	228	162	773	147	304	321	368	410	561	126	248	266	268	262	26^	26^	23^	35	20^	20^
ABC WRLD NEWS TONIGHT-SAT						A	5.0	13	443	209	133^	754	101^	237	256	330	445	601	121^	231	259	300	299	42^	15^	34^	31^	20^	15^
SAT 6.30P 30 ABC 6						B	5.1	14	453	194	121	707	97	228	253	314	415	619	139	247	265	297	314	22^	20^	18^	18^	23^	27^
186 94 N 34						C	6.5	15	576	207	134	731	113	244	265	328	430	624	140	263	287	303	294	28^	25^	25^	32^	25^	22^
ABC WRLD NEWS TONIGHT-SUN						A	2.8	7	248	187^	126^	661	93^	200^	249^	303	402	733	141^	287	325	360	366	13^	3^	9^	26^	31^	30^
SUN 6.30P 30 ABC 6						B	5.1	13	449	200	135	694	126	252	274	320	376	666	156	300	317	321	296	28^	25^	26^	24^	27^	27^
170 89 N 41						C	6.1	13	540	224	158	741	144	282	292	337	403	637	152	294	306	312	284	36^	30^	33^	33^	29^	30^
CBS EVENING NEWS-RATHER						A	9.0	20	801	234	154	753	147	286	289	326	417	565	107	223	228	267	306	23^	30^	29^	27^	18^	23^
MON-FRI 6.30P 30 CBS 30						B	9.1	20	803	223	146	758	142	284	290	327	423	571	108	230	235	271	302	22^	22^	22^	34	19^	23^
211 99 N 229						C	10.7	21	949	221	138	760	127	267	288	330	437	586	101	222	230	278	325	25^	21^	22^	33	20^	21^
CBS EVENING NEWS-SUNDAY						A	5.5	14	487	163	117^	676	85^	206	217	249	436	659	123^	275	286	301	345	37^	6^	33^	32^	15^	13^
SUN 6.00P 30 CBS 6						B	5.5	14	488	203	119	700	95	209	238	317	430	641	122	259	276	306	335	33^	18^	29^	19^	14^	17^
186 90 N 31						C	6.6	14	581	211	134	699	103	231	257	315	415	666	144	286	296	309	333	31^	19^	25^	19^	17^	15^
CBS SAT. NEWS-SCHIEFFER						A	4.6	12	408	144^	84^	686	110^	198	205	240	451	606	114^	212	248	289	331	36^	2^	29^	22^	3^	15^
SAT 6.30P 30 CBS 6						B	4.9	13	437	172	105	711	95	206	222	285	468	665	104	217	244	296	397	21^	14^	23^	23^	19^	12^
159 88 N 40						C	6.1	14	544	190	115	719	105	213	235	285	454	641	127	244	250	282	356	25^	18^	23^	29^	21^	15^
NBC NIGHTLY NEWS						A	8.6	19	758	182	130	756	129	269	293	330	429	562	121	241	252	256	275	26^	28^	24^	24^	17^	16^
MON-FRI 6.30P 30 NBC 30						B	8.5	19	752	189	130	750	131	263	287	326	424	562	128	245	250	258	275	30^	30^	29^	29^	18^	20^
203 99 N 224						C	9.7	19	857	205	139	781	128	270	298	339	446	580	131	246	254	259	288	28^	32	27^	30	18^	21^
NBC NIGHTLY NEWS-SAT.						A	6.3	16	558	121	66^	613	77^	172	187	254	402	688	150	296	284	316	347	26^	17^	23^	26^	16^	23^
SAT 6.30P 30 NBC 5						B	5.7	15	509	161	107	684	96	194	208	252	447	675	143	283	277	303	355	29^	17^	24^	23^	23^	18^
181 94 N 37						C	7.4	16	652	174	111	753	107	215	239	285	481	626	129	244	247	263	342	27^	22^	27^	30^	20^	21^
NBC NIGHTLY NEWS-SUN						A	7.1	17	629	188	127	715	134	251	243	286	411	691	150	307	326	309	347	32^	9^	29^	33^	34^	37^
SUN 6.30P 30 NBC 6						B	6.0	15	531	182	125	725	115	245	257	296	431	661	150	286	306	296	321	34^	21^	30^	30^	17^	19^
184 93 N 31						C	6.4	14	567	205	134	763	115	246	270	318	456	658	142	275	291	294	328	31^	25^	28^	28^	25^	22^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

34 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS	
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN				WOMEN						MEN						MALE	FEM.			
										18-49	25-54	15-24	TOTAL	18-34	18-49	18-54	21-54	25-54	15-24	TOTAL	18-34	18-49	21-49	21-54	25-54					
LATE FRINGE																														
ABC NEWS:NIGHTLINE					A	4.4	13	390	1373	233	169	164	89	682	192	314	299	355	296	82	562	190	324	295	327	294	43^	26^		
TUE-FRI 11.30P 30 ABC 22					B	4.8	14	421	1375	241	171	174	73	695	176	321	304	363	320	66	563	174	307	281	332	306	30^	25^		
210 98 N 177					C	5.4	16	475	1390	251	181	187	67	713	183	354	335	393	355	64	574	181	323	298	355	329	25^	22^		
ABC NEWS:NIGHTLINE-MON.					A	3.6	13	319	1352	228	156^	166^	56^	696	178^	319	301	354	324	75^	552	205	358	330	341	303	20v	16v		
MON 12.02A 30 ABC 4					B	4.5	15	399	1418	229	169	168	72^	668	173	321	305	353	316	106	605	204	359	314	361	334	50^	31^		
210 98 N 8					C	3.9	14	349	1404	215	159	159	71^	642	165	313	291	336	299	96	623	212	370	333	384	349	40^	26^		
12.00 - 12.30					A	3.6	13	319	1371	230	157^	167^	57^	704	181^	324	304	358	327	76^	561	207	364	336	347	309	20v	16v		
12.30 - 1.00					A	3.0	12	266	1294	254	172^	184^	43v	694	160^	311	300	361	329	65^	505	200^	321	298	304	272	15v	11v		
ABC WEEKEND REPORT-SAT.					A	1.4	5	124	1196	236^	173^	189^	23v	569	117v	315^	315^	362^	339^	83v	551	178^	285^	261^	329^	272^	7v	22v		
SAT 11.30P 15 ABC 6					B	1.6	5	143	1336	309	217^	224^	70^	664	207^	351	341	408	355	76^	540	210^	340	325	369	321	25v	29v		
139 75 N 45					C	2.0	6	174	1412	305	224	228	78^	710	199	386	365	429	387	76^	547	196	334	311	373	335	23v	42^		
ABC WEEKEND REPORT-SUN.					A	2.0	7	177	1345	245^	166^	187^	76v	722	284^	386	369	475	423	104^	536	233^	346^	294^	328^	291^	15v	14v		
SUN 11.30P 15 ABC 6					B	2.0	9	173	1419	235	175^	179^	88^	680	256	412	399	464	409	67^	609	248	426	403	440	400	12v	25v		
140 80 N 45					C	2.1	9	189	1377	255	200	206	69^	659	201	375	363	425	383	72^	588	220	391	370	431	400	33v	27v		
CBS LATE NIGHT I					A	3.5	12	307	1397	301	218	236	99^	725	232	403	381	461	417	87^	520	210	348	332	376	328	33^	56^		
MON 11.30P 63 CBS 30					B	3.4	13	302	1448	314	234	246	94	719	222	417	389	454	415	105	540	212	351	322	368	316	50^	45^		
TUE&THU 11.30P 66					C	3.6	14	321	1381	283	215	221	83	729	216	405	379	432	393	82	521	189	329	307	354	312	33^	31^		
WED 12.00M 66					A	3.6	11	315	1430	294	213	228	111	735	220	401	377	454	402	94^	542	222	369	352	389	338	35^	58^		
FRI 11.30P 68					A	3.4	13	305	1388	300	219	237	97^	730	241	407	383	465	424	80^	508	203	337	321	367	323	32^	52^		
11.30 - 12.00					A	3.3	14	290	1401	332	233	259	88^	721	248	415	398	484	447	92^	522	206	343	327	383	331	32^	63^		
12.00 - 12.30					A	3.3	16	292	1351	326	222	251	50v	665	204^	369	369	444	434	109^	526	213^	364	340	406	342	21v	69^		
12.30 - 1.00					A	3.3	16	292	1351	326	222	251	50v	665	204^	369	369	444	434	109^	526	213^	364	340	406	342	21v	69^		
1.00 - 1.30					A	3.3	16	292	1351	326	222	251	50v	665	204^	369	369	444	434	109^	526	213^	364	340	406	342	21v	69^		
CBS LATE NIGHT II					A	2.5	13	220	1287	300	219	227	90^	661	218	375	357	429	394	96^	485	211	304	279	330	281	31v	51^		
MON 12.33A 54 CBS 30					B	2.4	13	209	1393	294	224	233	95^	687	226	415	387	446	411	121^	532	225	360	325	374	315	50^	47^		
165 82 FF 223					C	2.4	14	211	1338	292	225	225	91^	701	232	420	392	440	399	90^	507	206	350	325	373	323	31v	34^		
TUE 12.36A 48					A	2.7	13	235	1285	306	228	238	86^	675	222	388	371	446	412	88^	474	193	295	276	325	278	29v	51^		
WED 12.36A 50					A	2.4	14	211	1255	285	204	209	93^	629	207	351	331	399	363	103^	486	226	307	275	327	277	32v	50^		
THU 12.36A 45					A	0.8	7	71	1174	256^	170^	179^	56v	647	186^	361^	353^	398^	358^	68v	440^	195^	296^	287^	315^	263^	19v	10v		
FRI 12.38A 45					B	0.8	8	72	1171	236^	170^	182^	53v	632	192^	343^	333^	374	338^	71v	441	171^	299^	279^	294^	261^	27v	18v		
12.30 - 1.00					C	0.9	9	78	1229	274^	199^	213^	61v	681	215^	378	356	407	378	67v	456	171^	300^	280^	333	299^	20v	19v		
1.00 - 1.30					A	0.8	9	71	1192	253^	117v	190^	48v	624	166^	277^	255^	338^	327^	75v	491	188^	310^	304^	356^	293^	31v	15v		
CBS NEWS NIGHTWATCH-1					A	0.8	7	71	1174	256^	170^	179^	56v	647	186^	361^	353^	398^	358^	68v	440^	195^	296^	287^	315^	263^	19v	10v		
M-THSU 2.00A 30 CBS 27					B	0.8	8	72	1171	236^	170^	182^	53v	632	192^	343^	333^	374	338^	71v	441	171^	299^	279^	294^	261^	27v	18v		
47 53 N 207					C	0.9	9	78	1229	274^	199^	213^	61v	681	215^	378	356	407	378	67v	456	171^	300^	280^	333	299^	20v	19v		
CBS NEWS NIGHTWATCH-2					A	0.8	9	71	1192	253^	117v	190^	48v	624	166^	277^	255^	338^	327^	75v	491	188^	310^	304^	356^	293^	31v	15v		
CONT'D					A	0.8	9	71	1192	253^	117v	190^	48v	624	166^	277^	255^	338^	327^	75v	491	188^	310^	304^	356^	293^	31v	15v		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

36 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS MALE FEM.	
									TOTAL PERS	WORKING WOMEN			W O M E N						M E N											
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	18- 25- (2+)	18+ 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17				
LATE FRINGE CONT'D																														
CBS NEWS NIGHTWATCH-2-CONT'D																														
M-THSU	2.30A	30	CBS	28	B	0.8	10	75	1249	263^	164^	193^	72v	648	206^	352	323^	369	344	102^	477	190^	328^	311^	346	281^	37v	34v		
	62	62	N	221	C	0.9	11	79	1205	294^	195^	210^	62v	668	211^	368	345	396	370	70v	444	167^	287^	270^	326	287^	22v	20v		
CBS NEWS NIGHTWATCH-3																														
M-THSU	3.00A	180	CBS	30	A	0.7	11	60	1065	202^	83v	135v	74v	505^	104v	202^	188^	246^	239^	55v	436^	179^	255^	248^	307^	266^	19v	84v		
	76	74	N	228	B	0.7	12	63	1146	266^	161^	187^	56v	619	173^	323^	305^	342^	324^	68v	408	165^	249^	230^	272^	238^	26v	54v		
	3.00 - 3.30				C	0.8	15	73	1120	286^	172^	193^	55v	673	177^	318^	299^	364	337^	53v	366	140^	222^	214^	255^	219^	14v	18v		
	3.30 - 4.00				A	0.8	11	74	1142	208^	92v	158^	66v	545	140^	239^	222^	298^	297^	79v	484	217^	319^	305^	357^	304^	20v	57v		
	4.00 - 4.30				A	0.8	12	69	1099	196^	72v	136^	77v	509	115v	193^	175^	248^	246^	60v	462^	201^	282^	270^	333^	294^	18v	83v		
	4.30 - 5.00				A	0.7	11	60	1030	174^	62v	115v	80v	472^	96v	161^	141v	202^	193^	53v	429^	182^	248^	238^	289^	255^	28v	82v		
	5.00 - 5.30				A	0.6	11	55	1060	194^	60v	106v	83v	497^	102v	184^	162^	212^	202^	41v	427^	171^	239^	236^	299^	264^	24v	92v		
	5.30 - 6.00				A	0.6	12	55	1017	200^	77v	114v	60v	491^	84v	189^	189^	226^	216^	36v	410^	144v	209^	209^	279^	243^	11v	92v		
					A	0.5	9	46	1035	261^	150v	184v	83v	522^	74v	253^	253^	288^	272^	51v	387^	141v	208^	208^	266^	214^	13v	113v		
CBS SUNDAY NEWS																														
SUN	11.00P	15	CBS	6	A	3.4	7	301	1422	265	167^	193^	50v	801	173^	338	327	411	379	35v	537	129^	235	233	265	244	20v	12v		
	117	62	N	46	B	3.1	7	272	1434	256	173	181	48^	758	125	312	296	360	339	51^	562	120^	264	257	300	282	48^	16v		
					C	3.2	7	283	1468	282	199	205	54^	802	159	371	357	404	372	55^	570	134	287	274	319	293	29^	16v		
DAVID LETTERMAN I																														
					A	4.1	19	361	1309	225	193	171	119	574	263	395	346	368	327	202	488	293	377	332	360	278	122	65^		
MON-FRI	12.30A	30	NBC	29	B	3.9	18	346	1336	232	201	180	120	565	245	398	354	380	338	201	507	298	396	349	373	286	117	63^		
	204	99	GV	223	C	3.9	19	346	1370	271	230	204	119	646	275	441	399	433	378	168	570	322	446	395	424	340	57^	41^		
DAVID LETTERMAN II																														
MON-FRI	1.00A	30	NBC	29	A	3.2	19	285	1296	217	201	176	123	550	273	405	357	372	334	212	490	316	394	340	360	264	107^	79^		
	204	99	GV	223	B	3.2	19	285	1334	227	203	176	130	553	260	409	359	383	337	225	508	324	409	354	373	271	120	66^		
					C	3.2	19	284	1355	269	233	201	126	627	287	446	402	432	371	185	577	354	467	411	439	343	57^	40^		
FRIDAY NIGHT VIDEOS																														
FRI	1.30A	60	NBC	6	A	2.4	17	213	1282	158^	138^	130^	171^	491	290^	383	339	346	264^	247^	510	365	454	384	384	263^	102^	66v		
	173	96	PC	45	B	2.3	16	205	1301	186	169	133^	142^	502	260	377	347	365	294	236	463	321	404	341	348	248	125^	86^		
	1.30 - 2.00				C	2.6	17	230	1401	256	230	190	166	587	322	459	407	431	349	231	564	398	485	405	427	332	104^	64^		
	2.00 - 2.30				A	2.5	16	222	1309	158^	142^	129^	180^	526	312	413	362	363	284^	242^	506	368	459	391	391	284^	100^	76^		
					A	2.3	17	204	1253	157^	134^	131^	160^	453	267^	350	315	328	241^	252^	514	361	449	377	378	240^	105^	54v		
G MICHAELS SPORTS MACHINE																														
SUN	11.30P	15	NBC	6	A	2.0	6	177	1487	241^	205^	176^	78v	520	225^	367	367	384	321^	218^	762	390	626	586	590	435	79v	30v		
	80	55	SC	47	B	2.0	6	179	1430	235	184^	176^	83^	547	191	352	339	371	317	172^	666	302	513	467	487	403	91^	25v		
					C	1.9	6	172	1478	265	219	215	92^	599	206	394	376	414	364	195	726	342	531	466	513	416	57^	37v		
LATE SHOW-FOX																														
MON-FRI	11.30P	60	FOX	30	A	1.4	5	126	1320	230^	212^	179^	147^	498	283	388	345	363	303	196^	499	292	413	364	394	317	123^	93^		
	107	78	GV	224	B	1.3	4	118	1327	236	206^	180^	145^	532	269	387	351	372	310	153^	478	273	393	357	382	328	114^	97^		
	11.30 - 12.00				C	1.4	4	127	1420	281	248	217	147^	623	323	469	422	454	388	176^	572	347	473	402	430	361	71^	62^		
	12.00 - 12.30				A	1.6	5	140	1304	209^	194^	164^	137^	478	262	364	323	342	287	191^	500	278	413	374	405	327	131^	89^		
					A	1.3	5	115	1299	249^	226^	191^	155^	507	299	406	361	377	313	197^	483	301	399	341	369	295	110^	94^		
SATURDAY NIGHT																														
SAT	11.30P	82	NBC	4	A	6.4	21	567	1434	281	215	198	111^	634	222	384	347	383	337	94^	593	249	425	405	446	390	66^	48^		
	199	98	GV	35	B	6.8	22	600	1498	275	222	191	156	642	271	430	380	421	353	161	563	275	425	387	418	348	98	77		
					C	7.8	24	688	1543	298	250	224	149	661	302	472	427	463	401	152	592	303	467	423	457	399	98	85		
CONT'D																														

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

38 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME DAYTIME DUR NET NO. #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES AVG. SH AVG. AUD. % AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
														TOTAL PERS (2+)	WORKING WOMEN			WOMEN						MEN						TEENS MALE FEM.			
												18- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17				
LATE FRINGE CONT'D																																	
SATURDAY NIGHT-CONT'D																																	
11.30 - 12.00										A	7.9	23	700	1450	287	219	210	99	667	198	383	345	383	352	78^	557	226	379	362	402	362	71^	48^
12.00 - 12.30										A	6.0	21	532	1393	279	213	189	109^	621	225	370	337	369	317	86^	592	231	422	402	445	390	54^	45^
12.30 - 1.00										A	5.1	20	452	1408	262	200	180	137^	562	257	392	355	390	322	136^	649	317	512	485	523	433	70^	53^
TONIGHT SHOW																																	
MON-FRI 11.30P 60 NBC 29										A	6.3	20	562	1417	262	194	194	88	693	204	388	356	403	364	113	543	218	357	333	369	319	70	37^
202 99 GV 220										B	5.7	19	507	1406	254	190	188	96	672	197	380	348	393	356	124	521	213	336	308	341	288	81	51
11.30 - 12.00										C	6.0	20	534	1402	271	210	205	91	724	222	410	380	428	386	101	539	215	348	322	358	307	46^	35^
12.00 - 12.30										A	6.8	19	599	1451	270	199	204	91	712	205	395	363	414	373	100	561	210	360	339	379	333	60	37^
										A	5.9	21	521	1387	253	190	185	85	676	205	382	351	393	356	130	527	229	357	328	360	305	81	36^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

40 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF						KEY T/C	HOUSEHOLD AUDIENCES AVG. SH AVG. AUD. % AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										LOH		WORKING		W O M E N					M E N					T E E N S		C H I L D R E N			
										18-49	WOMEN	18-49	WOMEN	18-49	18-49	25-34	35-44	45-54	18-49	18-49	25-34	35-44	45-54	MALE	FEM.	MALE	FEM.	TOTAL	
									W/CH	18-49	18-49	18-49	18-49	25-34	35-44	45-54	18-49	18-49	25-34	35-44	45-54	12-17	12-17	2-11	2-11	6-11			
									<3	18+	49	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	11	
MON-FRI EARLY MORNING																													
ABC WORLD NEWS-MORN-615A						A	1.1	13	97	81v	267^	238^	547	222^	370	335^	263^	141^	529	125^	312^	341^	333^	175^	8v	<<	33v	<<	25v
MON-FRI 6.15A 15 ABC 30						B	1.1	13	99	68^	256^	232^	538	192^	386	364	291	124^	599	169^	383	390	355	175^	6v	11v	16v	20v	30v
134 81 N 225						C	1.3	14	118	65^	272	225	609	178^	384	385	344	183^	498	143^	311	332	295	141^	15v	20v	13v	17v	16v
ABC WORLD NEWS-MORN-645A						A	1.9	17	168	54^	247	209	585	218	385	362	274	180^	524	114^	293	293	328	193^	3v	4v	27v	11v	21v
MON-FRI 6.45A 15 ABC 30						B	1.9	16	164	49^	253	206	585	204	377	365	282	182	544	130^	331	349	334	165	4v	8v	15v	20v	26v
182 91 N 224						C	2.2	16	195	63^	279	219	615	194	385	395	314	187	489	124^	278	309	297	152	29v	28v	20v	24v	28v
BEFORE HOURS						A	0.8	11	69	62v	251^	168^	598	193^	309^	332^	265^	238^	414^	108v	270^	270^	258^	111v	11v	25v	23v	31v	30v
MON-FRI 6.15A 15 NBC 30						B	0.7	10	61	61v	279^	203^	643	209^	370^	404^	311^	201^	427	153^	244^	223^	209^	140^	20v	11v	17v	40v	28v
147 86 N 225						C	0.7	9	66	65v	301^	245^	611	172^	364^	375^	322^	198^	428	185^	261^	242^	163^	128^	36v	20v	15v	17v	19v
CBS MORNING NEWS- 6:30AM						A	0.9	10	78	30v	214^	165^	525	118^	258^	213^	242^	252^	436	107v	185^	238^	246^	181^	15v	20v	<<	12v	17v
MON-FRI 6.30A 30 CBS 30						B	0.8	9	74	30v	220^	148^	523	114^	257^	243^	262^	236^	445	144^	229^	231^	224^	172^	17v	29v	20v	17v	28v
138 83 N 230						C	1.1	11	102	54v	254	149^	584	130^	286	318	345	232^	431	109^	202^	213^	233^	185^	19v	13v	24v	17v	26v
CBS THIS MORNING-1						A	1.9	12	168	48v	194^	111^	606	90^	238	288	323	295	483	91^	195^	222	238	242	8v	29v	11v	24v	17v
MON-FRI 7.30A 30 CBS 30						B	1.9	12	172	55^	214	130^	644	113^	273	307	323	307	478	110^	222	223	221	231	13v	15v	16v	19v	23v
202 98 N 180						C	2.1	11	188	49^	194	130^	655	117^	274	292	314	334	456	91^	211	215	218	218	18v	10v	20v	20v	24v
CBS THIS MORNING-2						A	2.2	11	197	45^	175	114^	637	109^	268	285	349	299	399	84^	165^	176	174	200	15v	34v	30v	25v	30v
MON-FRI 8.30A 30 CBS 30						B	2.1	10	190	57^	181	121^	688	124^	278	295	344	353	413	78^	179	181	203	208	19v	21v	29v	22v	30v
202 98 N 180						C	2.3	10	204	48^	152	97^	704	123^	246	259	317	411	407	75^	164	167	179	217	11v	11v	24v	25v	25v
GOOD MORNING, AMERICA-730						A	3.0	18	269	54^	285	232	713	211	401	379	350	267	433	94^	212	210	210	198	7v	6v	11v	15v	15v
MON-FRI 7.30A 30 ABC 30						B	3.3	19	288	56^	264	205	684	188	363	358	346	271	445	90	217	230	226	196	6v	7v	11v	15v	19v
214 99 N 224						C	4.1	20	361	57^	246	187	705	171	374	390	366	280	426	98	199	218	220	188	13v	7v	20^	23^	27^
GOOD MORNING, AMERICA-830						A	3.3	16	289	81^	212	170	767	193	368	373	370	329	334	83^	153	157	153	149	11v	19v	27v	20v	27v
MON-FRI 8.30A 30 ABC 30						B	3.4	16	305	82^	201	159	748	187	359	373	375	326	353	74^	174	174	178	156	9v	15v	29^	24^	32^
213 99 N 224						C	4.2	19	372	73	199	156	758	166	359	380	389	342	364	70	154	171	194	172	9v	8v	24^	25^	24^
NBC NEWS AT SUNRISE						A	1.8	20	158	58^	256	197^	599	116^	323	366	364	211^	486	125^	281	314	295	135^	3v	10v	11v	20v	13v
MON-FRI 6.00A 30 NBC 30						B	1.7	20	151	46^	265	189	625	108^	323	369	401	228	502	123^	245	283	300	175	10v	5v	11v	21v	14v
201 98 N 225						C	2.0	20	174	58^	299	232	638	136^	363	389	382	216	494	125^	236	259	255	202	23v	28v	13v	17v	20v
TODAY SHOW-7.30AM						A	3.8	23	335	36^	253	196	691	146	337	356	354	311	414	86^	206	220	226	177	9v	13v	12v	12v	13v
MON-FRI 7.30A 30 NBC 30						B	3.8	23	340	46^	251	191	695	131	330	359	370	318	422	102	211	214	220	178	8v	6v	15v	18v	17v
205 99 N 225						C	4.5	22	395	51^	223	164	689	127	326	349	374	317	462	105	217	221	227	217	14v	10v	21^	19^	26^
TODAY SHOW-8.30AM						A	3.8	18	337	62^	192	138	768	137	301	310	354	428	350	65^	149	167	169	172	20v	24v	23v	30^	30^
MON-FRI 8.30A 30 NBC 30						B	4.0	19	351	48^	202	155	733	113	299	314	382	392	367	78	162	167	174	178	19^	12v	25^	24^	27^
205 99 N 225						C	4.5	21	402	53^	174	134	733	117	305	324	380	386	406	88	180	180	192	204	11v	9v	21^	18^	18^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

42 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
													LOH WORKING						W O M E N						M E N		T E E N S			C H I L D R E N			
													18-49		WOMEN										MALE FEM. TOT.			MALE FEM. TOT. TOT.					
													W/CH	18-	15-	18-	18-	25-	25-	35-	TOTAL	55+	12-	12-	15-	2-	2-	2-	6-				
DAY	TIME	DUR	NET	NO. OF	AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49	18+	49	15-24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11						
MONDAY-FRIDAY DAYTIME																																	
ALL MY CHILDREN										A	6.6	21	587	119	234	214	188	784	378	586	463	486	314	174	244	50^	42^	107	78	63	108	62	110
MON-FRI 1.00P 60 ABC 30										B	6.7	21	593	124	228	205	184	799	377	576	449	481	319	190	261	58	33^	101	69	67	93	57	102
219 99 DD 223										C	7.3	24	647	143	238	211	154	845	385	583	458	504	341	216	263	69	17^	50	37^	55	62	69	48
1.00 - 1.30										A	6.4	21	563	118	230	212	195	773	375	575	448	469	303	177	241	47^	40^	111	80	62	101	57^	105
1.30 - 2.00										A	6.9	22	611	119	238	216	181	791	379	595	475	500	322	171	245	52^	43^	102	76	64	115	65	114
AMERICAN TREASURY										A	4.6	15	411	94	213	166	166	854	284	443	316	360	316	367	227	106	38^	68^	55^	47^	81^	52^	76^
MWF 3.58P 1 CBS 17										B	4.6	15	403	93	227	174	158	863	255	443	325	375	372	369	248	101	39^	62^	50^	56^	70	50^	75
195 92 DO 132										C	4.6	15	410	91	197	144	133	875	234	425	328	379	374	399	274	125	28^	57^	49^	39^	52^	40^	52^
ANOTHER WORLD										A	5.4	18	480	93	164	142	227	747	261	447	332	374	311	258	195	77	53^	216	140	58^	65^	51^	72
MON-FRI 2.00P 60 NBC 28										B	5.2	17	463	83	170	147	213	760	245	433	322	376	343	273	217	75	56	193	135	63	73	56	80
202 98 DD 218										C	5.0	17	446	82	188	164	165	847	269	458	339	397	364	330	259	100	30^	87	62	37^	52^	49^	40^
2.00 - 2.30										A	5.6	19	494	98	170	148	230	758	273	455	333	374	306	261	196	79	51^	212	135	64^	65^	55^	74
2.30 - 3.00										A	5.3	18	468	87	157	135	222	733	247	438	330	372	314	253	193	74	55^	220	145	51^	64^	46^	69^
AS THE WORLD TURNS										A	6.5	22	572	104	167	124	153	870	241	396	287	348	347	413	236	123	41^	94	60	52^	87	55^	84
MON-FRI 2.00P 60 CBS 30										B	6.7	22	592	104	180	137	157	866	251	422	307	357	354	393	239	103	40^	86	54	56	71	52	75
209 99 DD 225										C	6.6	23	581	97	169	125	120	901	232	416	319	373	374	430	266	120	22^	40^	33^	40^	50	48	42^
2.00 - 2.30										A	6.4	21	565	102	168	124	148	865	235	388	283	346	347	414	239	125	40^	92	58^	53^	84	55^	82
2.30 - 3.00										A	6.5	22	579	105	167	124	158	875	246	404	291	349	347	412	234	121	42^	97	62	51^	90	55^	86
BOLD AND THE BEAUTIFUL										A	5.5	18	484	90	159	115	117	855	214	359	276	338	348	434	249	128	35^	69^	45^	53^	77	58^	72
MON-FRI 1.30P 30 CBS 30										B	5.5	18	491	92	179	142	118	850	224	397	308	358	360	403	250	110	41^	62	42^	61	71	52	80
197 93 DD 223										C	5.3	18	471	94	180	137	104	883	224	407	317	368	377	426	283	119	22^	29^	24^	46^	54^	53^	46^
CLASSIC CONCENTRATION										A	4.1	17	363	82^	95	59^	72^	685	125	235	191	254	271	387	231	97	61^	73^	51^	95	116	66^	145
MON-FRI 10.30A 30 NBC 29										B	4.0	17	352	68^	105	74	74	705	136	252	207	269	290	390	263	122	64^	72^	54^	94	101	62^	134
144 79 QG 220										C	3.6	16	318	81	135	99	77^	784	170	322	262	329	330	395	314	143	31^	37^	30^	58^	73^	69^	62^
DAYS OF OUR LIVES										A	7.8	25	691	95	155	134	248	712	256	414	280	321	281	257	216	92	66	221	148	58	84	49	93
MON-FRI 1.00P 60 NBC 29										B	7.8	25	687	88	160	140	246	723	263	432	293	335	300	250	230	83	61	205	143	68	87	59	97
205 99 DD 222										C	7.0	23	620	90	181	155	192	829	285	475	341	400	351	296	259	98	34^	105	80	41^	57	52	46
1.00 - 1.30										A	7.5	24	666	90	151	129	242	707	247	403	273	311	279	266	217	92	63	217	145	56	84	48^	91
1.30 - 2.00										A	8.1	26	718	100	158	137	252	715	264	424	286	328	283	248	214	91	67	223	150	60	84	49	95
FAMILY FEUD										A	3.1	14	276	63^	164	131	133	597	171	325	237	288	310	222	259	93^	70^	116^	83^	106^	97^	46^	157
MON-FRI 10.00A 30 CBS 25										B	3.2	14	280	73^	172	139	117	617	179	338	257	306	320	231	273	93	66^	103	73^	118	95	52^	161
174 84 QP 25										C	3.2	14	280	73^	172	139	117	617	179	338	257	306	320	231	273	93	66^	103	73^	118	95	52^	161
GENERAL HOSPITAL										A	7.2	24	641	106	210	173	163	796	343	497	387	438	300	248	236	82	35^	95	66	46^	90	50^	87
MON-FRI 3.00P 60 ABC 30										B	7.2	24	642	110	213	174	160	820	339	500	386	443	325	263	243	84	25^	85	57	47	73	46	73
217 99 DD 223										C	7.7	26	686	122	230	191	162	859	357	533	410	462	337	275	231	86	23^	70	50	43	57	54	46
3.00 - 3.30										A	7.2	24	634	108	202	167	169	795	350	500	385	435	294	244	239	80	35^	99	67	50^	97	58	89
3.30 - 4.00										A	7.3	24	649	105	218	180	156	797	336	495	389	440	307	251	233	83	36^	92	65	43^	84	42^	85

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

46 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING 18-49 WOMEN		W O M E N						M E N		T E E N S			C H I L D R E N						
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	W/CH 18- 49	15- 24	18- 34	18- 49	25- 49	25- 54	35- 64	55+	TOTAL	55+	MALE 12- 17	FEM. 12- 17	TOT. 15- 17	MALE 2- 11	FEM. 2- 11	TOT. 5- 11	TOT. 6- 11				
MONDAY-FRIDAY DAYTIME CONT'D																												
RYAN'S HOPE-CONT'D																												
MON-FRI	12.00N	30	ABC	30	B	2.3	8	203	118^	210	192	155	767	375	525	421	454	285	210	268	72^	33^	86^	66^	82^	123^	89^	116^
	160	80	DD	223	C	2.7	10	238	142	239	217	132	817	394	573	470	509	314	206	263	55^	21^	55^	39^	77^	69^	86^	60^
SALE OF THE CENTURY																												
MON-FRI	10.00A	30	NBC	29	A	3.2	14	287	71^	110^	68^	70^	749	140	239	191	252	258	449	293	130	29^	39^	33^	69^	72^	37^	104^
	148	81	QG	220	B	3.2	14	283	63^	126	85^	59^	757	128	237	196	262	293	454	320	150	37^	48^	34^	74^	68^	48^	95
					C	3.1	14	275	63^	139	102	52^	779	142	294	254	310	312	429	378	187	20^	29^	21^	52^	53^	56^	48^
SANTA BARBARA																												
MON-FRI	3.00P	60	NBC	28	A	4.6	15	406	74^	144	133	215	723	221	419	319	353	332	270	198	74^	62^	217	151	44^	61^	50^	56^
	197	97	DD	218	B	4.4	15	390	76	149	132	203	753	222	420	317	362	355	288	221	76	54^	175	134	51^	59^	48^	62^
	3.00 - 3.30				C	4.6	16	411	87	170	144	181	811	248	444	327	391	376	302	260	96	32^	118	83	37^	53^	49^	41^
	3.30 - 4.00				A	4.6	16	408	76^	139	129	214	718	222	424	324	355	329	263	190	70^	63^	218	150	47^	55^	50^	52^
					A	4.6	15	406	72^	148	136	215	725	219	412	314	351	333	275	206	77^	61^	214	152	42^	67^	49^	60^
SCRABBLE																												
MON-FRI	12.30P	30	NBC	29	A	4.3	15	385	52^	125	100	115	685	141	278	224	260	282	372	303	170	75^	119	88	74^	97	55^	117
	161	83	QG	235	B	4.3	15	384	53^	132	101	109	692	139	287	235	281	307	359	312	144	80	110	92	79	85	58^	106
					C	4.0	15	358	58^	134	100	78	781	144	299	245	300	326	427	342	175	33^	44^	41^	49^	56^	53^	52^
SUPER PASSWORD																												
MON-FRI	12.00N	30	NBC	28	A	3.5	13	310	47^	115	95^	107^	669	136	283	232	263	253	355	296	148	60^	109	80^	65^	75^	43^	97^
					B	3.4	12	305	57^	123	102	110	683	146	289	233	279	263	349	279	124	72^	107	88	83^	86	57^	112
WHEEL OF FORTUNE																												
MON-FRI	11.00A	30	NBC	28	A	4.9	20	438	65^	134	94	82	745	155	272	220	272	300	421	289	147	42^	55^	43^	71^	100	55^	116
	206	98	QG	221	B	5.0	20	443	55^	140	105	75	773	150	284	233	290	324	431	308	157	41^	47^	41^	73	75	53^	95
					C	5.3	22	469	64	156	110	71	813	159	303	247	309	329	448	346	179	21^	27^	24^	44^	55	59	40^
WIN, LOSE OR DRAW																												
MON-FRI	11.30A	30	NBC	27	A	4.4	17	386	87	140	106	140	675	182	324	248	286	285	312	248	80^	88	125	96	88	131	74^	145
	184	88	QG	233	B	4.5	18	400	78	148	118	132	690	175	342	270	309	315	308	265	91	79	124	95	98	106	78	126
					C	4.2	17	371	87	163	130	105	776	199	373	296	349	335	350	307	124	35^	53^	43^	59^	78	79	59^
YOUNG AND THE RESTLESS																												
MON-FRI	12.30P	60	CBS	30	A	7.8	27	695	93	145	115	148	805	235	396	296	346	337	359	230	116	24^	92	60	63	89	60	91
	211	99	DD	226	B	8.2	28	725	96	174	144	140	819	253	419	318	368	343	350	243	109	34^	80	53	77	82	66	93
	1.00 - 1.30				C	7.9	29	703	108	189	155	128	864	269	450	341	388	355	368	273	122	20^	38	31^	51	67	72	46
					A	7.6	27	675	91	142	112	143	793	224	387	290	341	339	356	237	122	25^	91	60	64	87	55	96
					A	8.0	27	712	96	148	118	153	819	247	407	302	350	336	363	225	111	22^	94	59	62	90	65	87

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

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48 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		TEEN S					CHILDREN																										
										15-24	18-49	15-24	18-49	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.																						
WEEKEND DAYTIME CHILDREN					KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	15-24	18-49	15-24	18-49	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.																						
ABC WEEKEND SPECIALS(R)																																													
SAT 1.00P 30 ABC 5																																													
139 76 CA 23					A	2.0	7	177	1466	110^	344^	229^	125^	456	158^	109^	49^	105^	54^	508	247^	261^	170^	338^																					
READ BETWEEN THE LINES, PT.2					B	2.1	8	186	1544	123^	435	309	100^	347	208	114^	94^	126^	82^	554	317	237	207	346																					
					C	2.2	7	191	1436	143	471	335	99^	316	191	96^	95^	108^	83^	457	254	203	173	284																					
ALF-SAT MORN					KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	15-24	18-49	15-24	18-49	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.																						
SAT 10.00A 30 NBC 5																																													
208 99 CA 38																																													
ALL NEW POUND PUPPIES					A	2.2	14	195	1325	150^	424	327	66^	184	134^	60^	73^	61^	73^	584	293	290	250	333																					
SAT 8.30A 30 ABC 6					B	4.5	19	397	1361	136	381	309	84^	199	182	80^	102	103	80^	599	325	275	277	322																					
204 98 CA 28					C	2.6	14	232	1463	135	367	302	83	222	216	99	117	137	80^	658	334	324	271	387																					
ALVIN AND THE CHIPMUNKS					KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	15-24	18-49	15-24	18-49	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.																						
SAT 10.30A 30 NBC 5																																													
206 99 CA 47																																													
ANIMAL CRACK-UPS					A	3.8	15	337	1486	139^	381	310	83^	207	173	82^	91^	99^	74^	725	367	358	331	394																					
SAT 12.00N 30 ABC 5					B	4.9	19	434	1445	143	362	301	87	198	200	71^	129	113	86	684	350	334	306	378																					
181 87 CL 39					C	5.9	21	526	1499	151	367	308	81	209	230	88	143	143	87	693	323	370	295	398																					
					KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	15-24	18-49	15-24	18-49	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.																						
BUGS BUNNY/TWEETY SHOW I					A	4.7	19	416	1517	106^	286	211	144^	387	200	131^	69^	115^	85^	644	397	247	300	344																					
SAT 11.00A 30 ABC 4					B	4.7	18	412	1544	116	331	257	124	360	192	109	83	102	90	661	361	299	279	382																					
204 95 CA 4					C	4.7	18	412	1544	116	331	257	124	360	192	109	83	102	90	661	361	299	279	382																					
BUGS BUNNY/TWEETY SHOW II					KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	15-24	18-49	15-24	18-49	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.																						
SAT 11.30A 30 ABC 4																																													
201 94 CA 4																																													
DENNIS THE MENACE					A	3.1	12	275	1512	108^	413	317	47^	199^	189^	121^	68^	133^	56^	710	385	326	320	391																					
SAT 11.30A 30 CBS 6					B	3.6	14	319	1508	121	368	282	77^	210	200	102^	98^	131	69^	729	405	325	305	424																					
186 90 CA 32					C	3.5	12	309	1534	122	362	267	86	244	214	106	108	134	81^	714	398	316	312	402																					
FLINTSTONE KIDS					KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	15-24	18-49	15-24	18-49	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.																						
SAT 9.30A 30 ABC 4																																													
204 98 CA 4																																													
FOOFUR					A	2.5	10	222	1445	127^	366	311	122^	235^	180^	69^	111^	86^	94^	664	373	291	307	357																					
SAT 12.00N 30 NBC 5					B	2.6	10	229	1497	157	415	318	104^	214	242	101^	141^	128^	114^	626	335	291	278	349																					
140 68 CA 44					C	3.1	11	277	1490	157	402	322	103	238	247	103	144	146	101	604	298	306	273	331																					
FRAGGLE ROCK					KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	15-24	18-49	15-24	18-49	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.																						
SAT 11.00A 30 NBC 5																																													
201 99 CA 19																																													
GALAXY HIGH SCHOOL					A	3.6	14	319	1529	144^	407	299	154^	247	221	146^	76^	109^	112^	654	360	294	237	417																					
SAT 12.30P 30 CBS 6					B	3.7	14	326	1486	154	354	262	121	249	244	133	111	147	98^	639	345	293	235	403																					
162 82 CA 28					C	3.1	11	275	1527	150	378	277	115	273	239	123	116	144	95	637	342	295	241	396																					

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

52 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN			MEN		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
										15-24	TOTAL	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
WEEKEND DAYTIME CHILDREN CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

56 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

[illegible]

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

58 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				CHD TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
DAY	TIME	DUR	NET #STNS	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOT. WORK. PERS (2+)	ING WOM. 18+	W O M E N				M E N										T E E N S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
													18-	25-	18-	21-	21-	25-	25-	35-	TOT.	MALE	12-	12-	2-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
																										TOTAL	49	21+	54	TOTAL	24	34	49		21+	49	54	49	54	64	55+	17	17	11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
WEEKEND DAYTIME SPORTS CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

60 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS TOT. 12- 17
										TOT. WORK- PERS ING WOM.	W O M E N								M E N											
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	TOTAL	18- 34	18- 49	21+ 49	25- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	21+ 49	25- 49	25- 54	35- 64	55+					
WEEKEND DAYTIME OTHER																														
BUSINESS WORLD SUN	12.30P 91	30 65	ABC N	6 39	A B C	1.0 1.3 1.2	4 5 4	89 115 108	1200 1290 1303	328^ 197^ 188^	626^ 616 594	112^ 122^ 124^	218^ 231^ 248	626^ 592 584	197^ 194^ 220^	246^ 249^ 257	374^ 279^ 274	359^ 330 309	495^ 579 605	150^ 175^ 159^	241^ 267^ 294	494^ 565 593	240^ 253^ 281	181^ 214^ 254	271^ 285^ 323	244^ 253^ 295	165^ 242^ 243	59^ 53^ 32^		
FACE THE NATION SUN	10.30A 151	30 88	CBS CC	6 46	A B C	2.1 2.4 2.4	9 10 8	186 214 211	1365 1317 1311	147^ 206 211	639 645 655	155^ 125^ 105^	218^ 234 222	637 636 646	155^ 194 192	190^ 246 234	254^ 301 293	386 358 391	625 572 574	143^ 154^ 133	260^ 246 256	609 561 563	245^ 236 246	241^ 215 221	279^ 258 264	264^ 244 246	326^ 283 275	37^ 38^ 26^		
HEALTH SHOW SAT	12.30P 155	30 81	ABC N	5 34	A B C	2.0 1.7 1.8	8 6 6	177 154 157	1440 1419 1378	150^ 171^ 213	482 557 588	157^ 204^ 206	252^ 320 333	479 535 564	169^ 243 254	197^ 284 313	182^ 207^ 259	202^ 197^ 196	543 419 399	222^ 161^ 165	345^ 267 264	505 407 381	306^ 255 246	246^ 211^ 241	300^ 247 174	215^ 193^ 104^	145^ 116^ 125^	114^ 135^ 125^		
MEET THE PRESS SUN	9.30A 164	30 93	NBC CC	5 44	A B C	2.1 2.3 2.1	10 10 8	186 207 190	1298 1314 1321	153^ 214 194	538 644 649	181^ 146^ 134	259^ 274 233	525 623 637	216^ 232 199	229^ 264 244	175^ 272 256	267^ 337 371	578 552 547	152^ 132^ 146	291^ 252 255	578 534 532	291^ 234 240	271^ 220 217	281^ 264 269	256^ 272 249	277^ 256 240	88^ 47^ 42^		
SUNDAY MORNING SUN	9.00A 184 9.00 - 9.30	90 96	CBS N	6 46	A B C A	3.7 3.6 3.9 3.1	18 17 16 17	328 319 342 275	1252 1319 1321 1281	244 247 228 252	629 698 672 617	129^ 123 110 112^	239 274 247 221^	620 693 667 617	190^ 239 221 199^	254 299 274 267	303 339 321 290	326 365 372 329	559 544 563 570	120^ 128 120 149^	244 248 262 259	558 540 557 570	243 244 256 259	235 227 236 245	287 281 285 293	305 278 291 282	262 241 251 264	22^ 17^ 19^ 42^		
9.30 - 10.00						A	3.9	19	346	1259	252	640	127^	239	636	191	258	313	334	569	119^	244	569	244	232	287	315	270	16^	
10.00 - 10.30						A	3.9	17	346	1286	243	661	151^	267	639	192	252	318	333	568	105^	243	566	241	241	299	329	267	11^	
SUNDAY TODAY SUN	8.00A 129	90 89	NBC N	6 46	A B C A A	2.0 1.8 1.8 2.1 2.0	13 12 10 15 11	177 157 163 159 177	1099 1207 1243 1080 1150 1118	213^ 238 208 207^ 204^ 236^	499 643 591 557 510 459	107^ 133^ 141^ 71^ 94^ 158^	237^ 321 260 222^ 226^ 274^	482 628 578 538 494 442	211^ 293 226 183^ 209^ 248^	254^ 323 270 229^ 261^ 280^	280^ 340 273 313^ 306^ 236^	219^ 292 286 288^ 232^ 154^	479 475 527 438 528 487	126^ 108^ 161 105^ 141^ 136^	266^ 256 291 232^ 283^ 292^	477 463 518 438 528 481	264^ 244 283 232^ 283^ 286^	236^ 232 247 203^ 259^ 252^	257^ 254 295 235^ 280^ 266^	260^ 265 264 235^ 292^ 260^	191^ 198^ 187 175^ 224^ 182^	52^ 28^ 36^ 32^ 48^ 77^		
THIS WEEK-DAVID BRINKLEY SUN	11.30A 170 11.30 - 12.00 12.00 - 12.30	60 94	ABC N	6 39	A B C A A	3.2 3.1 3.2 3.0 3.5	12 11 10 12 13	284 275 281 266 310	1340 1325 1338 1330 1310	130^ 133 149 149^ 110^	618 628 664 618 601	105^ 82^ 81^ 125^ 84^	175^ 167 177 182^ 164^	593 608 652 587 580	137^ 138 151 136^ 134^	174^ 177 185 168^ 174^	199^ 209 257 180^ 209	406 422 453 403 397	637 613 583 609 642	180^ 131 119 191^ 166^	302 239 249 304 292	627 606 573 589 641	292 232 239 283 291	233 209 217 217^ 240	267 247 262 240 283	237 244 244 212^ 252	300 336 289 282 307	32^ 36^ 36^ 42^ 23^		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	49.4	50.1	49.2	49.6	50.5	51.0	52.2	54.2	55.7	57.3	58.2	59.3	58.8	58.1	56.2	54.2		

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← ABC MONDAY NIGHT BASEBALL PITTSBURGH VS NEW YORK METS HOUSTON VS SAN FRANCISCO (MULTI SEGMENT)(PAE) →																	
7.710																	
8.7	7.4	*				8.3	*		8.7	*		9.7	*		10.0	*	8.8
16	15	*				16	*		16	*		17	*		17	*	16
7.5	7.4		8.3			8.5		8.6	8.8		9.6	9.8	10.3	9.7	9.1	8.5	

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← BLUE SKIES → NEWHART (R) DESIGNING WOMEN (R)(PAE) → MAGNUM, P.I. (R) →																	
8,060									9,480		9,480		8,590				
9.1	8.6	*				9.5	*	10.7		10.7		9.7		9.5	*	9.9	*
18	17	*				18	*	19		18		17		16	*	18	*
8.7	8.5		9.3			9.7		10.2	11.2	10.7	10.8	9.3	9.6	9.9		9.9	

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ALF (R)		HOGAN FAMILY (R)		NBC MONDAY NIGHT MOVIES HIS MISTRESS (R)												
13,020		12,670		13,560												
14.7		14.3		15.3	14.3	*			14.7	*		15.7	*		16.7	*
29		27		27	25	*			25	*		27	*		30	*
14.1	15.2	14.0	14.6	14.2	14.4		14.6	14.7	15.6	15.8	16.6	16.7				

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.9		13.4		13.4		14.7		14.7		14.7		13.9		11.7	
28		27		26		28		26		25		24		21	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.5		3.7		3.7		4.1		4.0		4.1		3.7		2.9	
7		7		7		8		7		7		6		5	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2		1.3		1.8		2.2		1.7		2.1		1.8		1.6	
2		3		4		4		3		4		3		3	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.2		5.1		5.3		5.5		6.1		6.9		6.5		5.8	
10		10		10		10		11		12		11		11	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5		2.6		2.7		3.0		5.6		5.9		6.6		6.0	
5		5		5		6		10		10		11		11	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-4 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. AUG.2, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.2	47.9	48.8	50.0	50.0	51.7	52.6	54.1	54.3	55.3	56.4	56.7	55.0	54.5	52.5	51.1

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS? (R)	FULL HOUSE- TUE. (R)	MOONLIGHTING (R)(PAE)	THIRTYSOMETHING (R)
11,960	11,340	8,330	8,060
13.5	12.8	9.4	9.1
27	24	17	17
12.9	14.2	9.8	9.0

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS SUMMER PLAYHOUSE FORT FIGUEROA	CBS TUESDAY MOVIE JOHNNIE MAE GIBSON: (R)(PAE)	FBI
5,670	10,540	
6.4	11.9	13.3
12	22	24
6.4	9.2	13.6

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

MATLOCK (R)	IN THE HEAT OF THE NIGHT (R)	SUMMER SHOWCASE THE PENNION COOKIE JAR
9,300	8,330	5,050
10.5	9.4	5.7
20	17	11
9.9	8.9	6.6

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.8	13.0	12.1	12.6	14.8	16.0	15.1	12.9
29	26	24	24	27	28	28	25

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2	3.5	3.3	3.6	4.2	4.5	3.5	2.8
7	7	6	7	8	8	6	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1	1.8	1.9	2.0	2.3	2.4	1.8	1.9
2	4	4	4	4	4	3	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.6	4.8	5.4	6.2	7.1	7.7	7.9	7.0
10	10	11	12	13	14	14	14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2	3.0	3.4	4.3	5.5	4.3	5.2	5.5
5	6	7	8	10	8	9	11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	45.4	46.5	46.1	47.4	47.8	49.8	50.9	52.2	52.3	53.4	54.8	55.5	54.2	53.6	52.2	50.5		

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GROWING PAINS (R)	HEAD OF THE CLASS (R)	HOOPERMAN (R)	SLAP MAXWELL (R)(PAE)	←SPENSER: FOR HIRE→ (R)
11,780	11,960	9,130	6,650	9,130
13.3	13.5	10.3	7.5	10.3
27	26	19	14	20
12.6	14.0	13.2	7.7	9.6
		10.7	7.3	10.3
		9.9		10.6
				10.7

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

←JAKE AND THE FATMAN (R)(PAE)→	←EQUALIZER (R)→	←WISEGUY (R)→
8,680	9,750	9,390
9.8	11.0	10.6
9.4 *	10.3 *	11.8 *
20	20	21 *
19 *	19 *	20
9.2	10.6	12.1
9.5	11.5	10.4
10.1		10.6
10.3		10.9
		10.7
		10.8 *
		21 *

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

←J.J. STARBUCK (R)→	←FUNNY PEOPLE (R)→	←ST. ELSEWHERE (R)→
5,400	7,800	6,020
6.1	8.8	6.8
5.9 *	7.9 *	9.7 *
12	15	18 *
12 *	15 *	13
5.8	8.3	9.7
5.9	9.7	6.9
6.3		6.7
6.4		6.6
		7.2
		6.9 *
		13 *

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.9	12.4	12.5	13.5	14.5	15.3	15.1	13.0
28	26	26	26	27	28	28	25

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8	3.1	3.8	4.1	4.2	4.4	3.8	2.7
6	7	8	8	8	8	7	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2	1.5	1.6	1.9	1.8	2.2	2.5	2.1
3	3	3	4	3	4	5	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.9	4.8	5.1	5.5	6.5	6.9	6.9	6.3
11	10	10	11	12	13	13	12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.4	2.9	3.5	3.7	4.4	4.8	5.0	4.7
5	6	7	7	8	9	9	9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	47.1	48.1	48.0	48.2	48.8	49.9	49.9	50.9	52.0	53.5	53.9	54.5	54.2	54.2	52.7	50.5		

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← ABC THURSDAY NIGHT MOVIE →										← HOTOHOUSE →									
IMPULSE (PAE)																			
7,270												4,160							
8.2	8.3	*			8.1	*			8.2	*		8.2	*	4.7	4.8	*	4.5		
16	17	*			16	*			16	*		15	*	9	9	*	9		
8.2	8.4			8.1	8.1			8.2	8.3		8.8	7.7		5.2	4.5	4.3	4.8		

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← 48 HOURS →					← SIMON & SIMON →					PEOPLE MAGAZINE ON TV									
AMERICA'S NATIONAL PARKS					(R)(PAE)														
7,000									7,440					10,810					
7.9	8.0	*			7.8	*			8.4	*			9.1	*	12.2	12.1	*	12.3	
16	16	*			15	*			16	*			17	*	23	22	*	24	
8.1	7.9			8.1	7.6				7.4			8.1		8.8	9.3	11.8	12.4	12.6	11.9

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BILL COSBY SHOW (R)		A DIFFERENT WORLD (R)		CHEERS (R)		CHANNEL 99		← NIGHT COURT SPECIAL (R) →			
13,110		13,560		14,260		12,320		13,110			
14.8		15.3		16.1		13.9		14.8			
30		30		30		26		28			
14.0	15.5	14.8	15.8	15.8	16.5	14.1	13.7	14.3	14.8	15.1	14.8
								27 *			29

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.0		10.8		10.3		10.6		10.8		11.2		11.3		10.2	
25		22		21		21		20		21		21		20	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6		2.7		2.6		2.8		2.9		2.9		2.8		2.1	
5		6		5		6		6		5		5		4	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4		1.9		2.2		2.2		2.3		2.5		1.4		1.2	
3		4		4		4		4		5		3		2	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.8		4.7		4.8		5.5		6.6		7.6		7.3		6.8	
10		10		10		11		13		14		13		13	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8		3.0		3.1		3.4		3.7		4.4		5.3		4.3	
6		6		6		7		7		8		10		8	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	42.6	43.2	42.7	43.3	43.6	44.0	44.9	46.2	47.3	48.7	48.4	49.7	49.5	49.7	49.8	49.0

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

PERFECT STRANGERS (R)	FULL HOUSE (R)	MR. BELVEDERE (R)	I MARRIED DORA (R)(PAE)	20/20		
6,650	7,000	7,970	7,710	9,750		
7.5	7.9	9.0	8.7	11.0	10.5 *	11.6
17	17	19	18	22	21 *	23
7.3	7.5	8.5	8.5	10.3	10.6 *	11.4
7.7	8.3	9.4	9.0			11.7

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← BEAUTY & THE BEAST (R) →				← CBS FRIDAY MOVIE PERFECT (PAE) →			
6,290			6,910				
7.1	7.0 *		7.3 *	7.8	7.6 *	8.1 *	8.0
16	16 *		16 *	15	15 *	16 *	16
7.1	7.0	7.1	7.4	7.3	7.6	8.1	7.6

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

<BEST OF TV BLOOPERS-JOKES> (R)			BLACKIE'S MAGIC (R)			MIAMI VICE (R)		
6,470			6,290			7,800		
7.3	7.2 *	7.4 *	7.1	6.6 *	7.6 *	8.8	8.3 *	9.2
16	16 *	16 *	15	14 *	15 *	18	17 *	19
7.2	7.3	7.3	6.5	6.7	7.3	8.0	8.6	9.4

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	11.8	11.5	11.4	11.8	12.2	12.5	11.4	10.0
SHARE AUDIENCE %	28	27	26	26	25	25	23	20

SUPERSTATIONS

AVERAGE AUDIENCE SHARE AUDIENCE %	2.5 6	2.2 5	2.5 6	2.5 5	2.9 6	3.1 6	2.7 5	1.7 3
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PBS

AVERAGE AUDIENCE SHARE AUDIENCE %	1.1 3	2.1 5	2.2 5	1.9 4	1.7 4	1.8 4	1.6 3	1.6 3
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CABLE ORIG.

AVERAGE AUDIENCE	4.4	4.9	5.8	6.3	6.8	6.9	6.4	6.3
SHARE AUDIENCE %	10	11	13	14	14	14	13	13

PAY SERVICES

AVERAGE AUDIENCE	2.8	3.3	3.6	4.0	5.3	5.3	5.6	4.8
SHARE AUDIENCE %	7	8	8	9	11	11	11	10

U.S. TV HOUSEHOLDS:	88,600,000
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For explanation of symbols, See page 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	42.6	43.2	42.7	43.3	43.6	44.0	44.9	46.2	47.3	48.7	48.4	49.7	49.5	49.7	49.8	49.0

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

PERFECT STRANGERS (R)

FULL HOUSE (R)

MR. BELVEDERE (R)

I MARRIED DORA (R)(PAE)

20/20

6,650	7,000	7,970	7,710	9,750			
7.5	7.9	9.0	8.7	11.0	10.5 *		11.6 *
17	17	19	18	22	21 *		23 *
7.3	7.7	7.5	8.3	8.5	9.0	10.3	10.6
							11.4
							11.7

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← BEAUTY & THE BEAST (R)

CBS FRIDAY MOVIE PERFECT (PAE)

6,290			6,910				
7.1	7.0 *		7.3 *	7.8	7.3 *	7.6 *	8.1 *
16	16 *		16 *	16	15 *	15 *	16 *
7.1	7.0	7.1	7.4	7.3	7.4	7.6	8.1
							8.0 *
							16 *
							7.6

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

<BEST OF TV BLOOPERS-JOKES> (R)

← BLACKIE'S MAGIC (R)

← MIAMI VICE (R)

6,470			6,290				
7.3	7.2 *		7.4 *	7.1	6.6 *	7.6 *	8.3 *
16	16 *		16 *	15	14 *	15 *	17 *
7.2	7.3	7.3	7.5	6.5	6.7	7.3	8.0
							8.3 *
							17 *
							9.1
							9.4

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.8	11.5	11.4	11.8	12.2	12.5	11.4	10.0
28	27	26	26	25	25	23	20

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5	2.2	2.5	2.5	2.9	3.1	2.7	1.7
6	5	6	5	6	6	5	3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1	2.1	2.2	1.9	1.7	1.8	1.6	1.6
3	5	5	4	4	4	3	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.4	4.9	5.8	6.3	6.8	6.9	6.4	6.3
10	11	13	14	14	14	13	13

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8	3.3	3.6	4.0	5.3	5.3	5.6	4.8
7	8	8	9	11	11	11	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	37.8	38.6	39.0	40.2	42.6	43.5	44.2	45.9	47.1	49.0	49.3	49.0	48.0	47.4	46.2	45.6	43.1	40.7

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← SUPERCARRIER (R) → OHARA (R)(PAE) → HOTEL (R) →

5,140				6,200				4,700										
5.8	5.5 *			6.0	7.0 *			5.3	5.3 *								5.3 *	
13	13 *			13	14 *			16	11 *								12 *	
5.6	5.4	5.8		6.1	6.3	6.5	7.6	7.8	5.4	5.3	5.3							

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

KATE & ALLIE (R) FRANK'S PLACE (R)(PAE) ← NFL PRE-SEASON FOOTBALL LA RAIDERS VS SAN FRANCISCO (9:00-12:09) →

5,140		4,430		6,560														
5.8		5.0		7.4	6.0 *			7.9 *					8.2 *				7.9 *	7.5 *
13		11		17	13 *			16 *					17 *				17 *	17 *
5.7	6.0	4.9	5.1	5.7	6.3	7.7		8.1	8.5	7.9	7.5		8.3	7.8				7.3

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FACTS OF LIFE (R) 227 (R) GOLDEN GIRLS (R) MAMA'S BOY SPEC. → HUNTER (R) →

8,060		10,630		14,350		11,780		12,760										
9.1		12.0		16.2		13.3		14.4	14.2 *				14.6 *					
21		27		34		27		31	30 *				32 *					
8.5	9.8	11.3	12.8	15.3	17.2	13.6	13.0	14.0	14.4	14.6			14.6					

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.7		11.1		11.0		10.2		9.9		10.5		10.8		9.2		8.1
28		28		26		23		21		21		23		20		19

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1		3.0		3.1		2.9		2.9		3.0		2.8		2.1		1.8
8		8		7		6		6		6		6		5		4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2		2.4		2.4		2.8		2.1		2.4		2.2		2.2		1.5
6		6		6		6		4		5		5		5		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.8		6.0		5.3		5.3		5.2		5.9		5.9		6.3		4.0
15		15		12		12		11		12		12		14		10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7		2.9		3.5		3.8		4.0		4.3		4.3		4.5		4.5
7		7		8		8		8		9		9		10		11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	35.9	33.3	30.4	28.3	25.9	23.8	21.3	19.5	17.5	15.7	14.0	12.7	11.1	10.3				

ABC TV

(1)

AVERAGE AUDIENCE { 1,240
 (Hhlds (000) & %) 1.4
 SHARE AUDIENCE % 5
 AVG. AUD. BY 1/4 HR % 1.4

CBS TV

(2)

AVERAGE AUDIENCE { 7.2 *
 (Hhlds (000) & %) 19 *
 SHARE AUDIENCE % 7.2
 AVG. AUD. BY 1/4 HR % 6.4

NBC TV

← SATURDAY NIGHT → (PAE)
 (11:30-12:52)(PAE)

AVERAGE AUDIENCE { 5,670
 (Hhlds (000) & %) 6.4 7.9 * 6.0 *
 SHARE AUDIENCE % 21 23 * 21 *
 AVG. AUD. BY 1/4 HR % 8.2 7.5 6.4 5.7 5.2

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE 7.9 7.2 6.5 5.2 3.9 3.2 2.5
 SHARE AUDIENCE % 23 25 26 25 23 24 23

SUPERSTATIONS

AVERAGE AUDIENCE 1.7 1.7 1.8 1.3 1.1 0.9 0.5 ^
 SHARE AUDIENCE % 5 6 7 6 7 7 5 ^

PBS

AVERAGE AUDIENCE 1.1 0.9 0.5 ^ 0.3 ^ 0.2 ^ 0.1 v 0.1 v
 SHARE AUDIENCE % 3 3 2 ^ 1 ^ 1 ^ 1 v 1 v

CABLE ORIG.

AVERAGE AUDIENCE 3.9 2.8 2.6 2.4 2.3 2.1 1.8
 SHARE AUDIENCE % 11 10 10 12 14 16 17

PAY SERVICES

AVERAGE AUDIENCE 4.9 4.8 4.6 3.5 2.9 2.6 2.1
 SHARE AUDIENCE % 14 16 19 17 17 19 20

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)
 (2) NFL PRE-SEASON FOOTBALL, LA RAIDERS VS SAN FRANCISCO, CBS, (9:00-12:09), (S)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	44.3	46.0	47.5	48.9	50.3	51.9	53.3	54.9	55.1	56.0	56.7	57.5	57.3	57.0	54.8	53.3	47.5	42.6

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← DISNEY SUNDAY MOVIE
SUNDAY DRIVE, PT.2
(R)

← MACGYVER
(R)

← ABC SUNDAY NIGHT MOVIE
HOLLYWOOD WIVES, PT.1
(R)(PAE)

4,700				5,760				9,040									
5.3	4.9 *			5.8 *	6.5 *	5.9 *		7.0 *	10.2 *	9.4 *		10.3 *		10.5 *		10.9 *	
11	11 *			12 *	12 *	12 *		13 *	18 *	17 *		18 *		18 *		20 *	
4.7	5.0	5.7		5.9	5.8	6.1	6.8	7.2	8.8	9.9	10.3	10.2	10.5	10.6	10.9	10.9	

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← 60 MINUTES

← MURDER, SHE WROTE
(R)

← CBS SUNDAY MOVIE
A CASE OF DEADLY FORCE
(R)(PAE)

← CBS
SUNDAY
NEWS

14,710				13,110				13,380									3,010
16.6	15.5 *		17.6 *	14.8	14.3 *		15.3 *	15.1	14.4 *		14.7 *		15.3 *		16.1 *		3.4
36	34 *		37	28 *	28 *		28	27	26 *		26 *		27 *		30 *		7
14.7	16.4	17.3	17.9	14.2	14.4	15.1	15.5	14.2	14.5	14.5	14.9	15.3	15.4	16.1	16.1	3.4	

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← RAGS TO RICHES
(R)

← FAMILY TIES
(R)

← MY TWO DADS
(R)

← NBC SUNDAY NIGHT MOVIE
DESERT RATS

← SMART GUYS

5,050				7,890		8,150		9,750							8,420			
5.7	5.3 *		6.1 *	8.9		9.2		11.0	10.7 *		11.0 *		11.3 *	9.5				
12	12 *		13 *	17		17		19	19 *		19 *		20 *	18				
5.2	5.4	5.8	6.4	8.3	9.5	8.8	9.6	10.7	10.7	10.8	11.1	11.4	11.2	9.3	9.6			

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.2		11.8		13.8		13.2		11.2		11.1		10.1		8.5		6.9	
25		24		27		24		20		19		18		16		15	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0		3.2		2.8		2.8		2.3		2.4		2.3		2.1		2.5	
7		7		5		5		4		4		4		4		6	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		1.7		2.2		2.7		2.0		2.3		2.2		2.1		1.4	
3		4		4		5		4		4		4		4		3	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.9		5.8		6.6		7.8		8.0		7.8		7.8		7.5		5.5	
13		12		13		14		14		14		14		14		12	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.8		3.4		3.8		3.5		4.6		4.9		5.0		3.8		3.6	
8		7		7		6		8		9		9		7		8	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	34.9	31.0	27.0	24.6	21.8	19.9	17.4	15.6	13.2	11.7	10.5	9.9	9.3	8.7				

ABC TV

(1)

AVERAGE AUDIENCE { 1,770
 (Hhlds (000) & %) { 2.0
 SHARE AUDIENCE % 7
 AVG. AUD. BY 1/4 HR % 2.0

CBS TV

AVERAGE AUDIENCE {
 (Hhlds (000) & %) {
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

NBC TV

(2) (PAE)

AVERAGE AUDIENCE { 1,770
 (Hhlds (000) & %) { 2.0
 SHARE AUDIENCE % 6
 AVG. AUD. BY 1/4 HR % 2.0

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	6.0		4.5		3.8		3.2		2.5		2.1		1.7
SHARE AUDIENCE %	18		17		18		19		20		21		19

SUPERSTATIONS

AVERAGE AUDIENCE	1.2		1.0		1.0		0.8		0.7 ^		0.8		0.6 ^
SHARE AUDIENCE %	4		4		5		5		6 ^		8		7 ^

PBS

AVERAGE AUDIENCE	1.7		0.9		0.6 ^		0.3 ^		0.2 ^		0.1 v		<<
SHARE AUDIENCE %	5		3		3 ^		2 ^		2 ^		1 v		<<

CABLE ORIG.

AVERAGE AUDIENCE	4.3		3.2		2.5		2.4		1.9		1.3		1.2
SHARE AUDIENCE %	13		12		12		15		15		13		13

PAY SERVICES

AVERAGE AUDIENCE	4.1		4.0		4.0		3.5		2.8		2.8		2.7
SHARE AUDIENCE %	12		16		19		21		22		27		30

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SUN., ABC, (11:30-11:45)
 (2) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.4	8.3	9.6	11.4	13.4	14.9	16.0	16.9	18.4	19.6	20.2	20.9	21.9	22.8	23.4	23.8	22.4	23.2

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)		GOOD MORNING AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)												
	970		1,680		2,690		2,890											
	1.1		1.9		3.0		3.3											
	13		17		18		16											
	1.1		1.9		3.1	3.0	3.2	3.2										

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

		CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2							FAMILY FEUD	
	780				1,680		1,970										2,760	
	0.9				1.9		2.2										3.1	
	10				12		11										14	
	0.8	0.9			1.9	1.9	2.1	2.3									2.9	3.3

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

	NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)										SALE OF THE CENTURY (PAE)	
	1,580				3,350		3,370										2,870	
	1.8				3.8		3.8										3.2	
	20				23		18										14	
	1.5	2.0			3.7	3.8	3.9	3.7									3.1	3.4

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6		2.1		3.5		4.6		5.8		6.5		5.8		5.7		5.7	
20		20		25		28		30		32		26		24		25	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7		0.8		1.3		1.4		1.7		2.0		1.9		2.0		1.8	
9		7		9		9		9		10		9		8		8	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	v	0.1	^	0.4	^	0.6		1.0		1.2		1.5		1.5		1.4	
1	v	1	^	3	^	3		5		6		7		7		6	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2		1.3		1.4		1.8		2.1		2.6		2.5		2.8		2.9	
16		12		10		11		11		13		11		12		13	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8		0.8		0.9		0.9		1.1		1.2		1.3		1.3		1.3	
10		7		7		5		6		6		6		5		6	

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	23.6	24.0	24.1	25.0	25.3	26.3	27.3	28.0	28.4	29.2	30.7	31.4	30.9	31.0	29.7	30.0	29.9	30.1

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GROWING PAINS
M-F

HOME

RYAN'S HOPE

LOVING

←ALL MY CHILDREN→

←ONE LIFE TO LIVE
(PAE)→

3,610

2,500

2,090

3,010

5,870

6,150

4.1

2.8

2.4

3.4

6.6

6.9

17

11

9

12

21

23

3.9

4.2

2.9

2.8

2.3

2.4

3.3

3.5

6.0

6.7

6.9

6.9

6.6

6.8

7.1

7.2

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NEW CARD
SHARKSPRICE IS
RIGHT 1PRICE IS
RIGHT 2
(PAE)

←YOUNG AND THE RESTLESS→

BOLD AND THE
BEAUTIFUL←AS THE WORLD TURNS
(PAE)→

2,960

4,700

6,200

6,950

5,720

3.3

5.3

7.0

7.8

7.6

8.0

5.5

14

22

27

27

27

27

18

3.2

3.5

5.0

5.5

6.7

7.2

7.4

7.8

8.1

8.0

5.5

5.4

6.3

6.4

6.6

6.5

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CLASSIC
CONCENTRATIONWHEEL OF
FORTUNE
(PAE)WIN, LOSE OR
DRAWSUPER PASSWORD
(PAE)

SCRABBLE

←DAYS OF OUR LIVES
(PAE)→←ANOTHER WORLD
(PAE)→

3,630

4,380

3,860

3,100

3,850

6,910

4,800

4.1

4.9

4.4

3.5

4.3

7.8

7.5

8.1

5.4

17

20

17

13

15

25

24

26

18

3.9

4.2

4.9

5.0

4.2

4.5

3.4

3.6

4.2

4.5

7.3

7.8

8.1

8.1

5.7

5.5

5.3

5.2

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.6

4.9

5.2

5.7

6.4

6.2

6.4

6.6

6.7

23

20

20

20

22

20

21

22

22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7

1.6

1.8

2.1

2.4

2.1

2.1

2.1

2.0

7

7

7

7

8

7

7

7

7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2

0.9

0.9

1.0

0.9

0.9

0.9

0.8

0.9

5

3

4

4

3

3

3

3

3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9

2.8

3.1

3.5

3.1

3.4

3.5

3.6

3.5

12

11

12

13

11

11

11

12

12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3

1.4

1.5

1.6

1.8

1.7

1.6

1.4

1.4

6

6

6

6

6

5

5

5

5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	29.1	29.6	30.0	30.6	30.9	32.3	33.4	34.5	35.3	36.7	38.0	39.7	44.3	45.6	46.1	46.6

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← GENERAL HOSPITAL →

6,410
7.2
24
7.1

7.2
24
7.2

*
*
7.3
7.3

ABC WORLD
NEWS TONIGHT

7,580
8.6
19
8.3

8.8

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← GUIDING LIGHT
(PAE) →

5,120
5.8
19
5.8

5.8
20
5.8

*
*
5.7
5.7

CBS EVENING
NEWS-RATHER

8,010
9.0
20
9.0

9.1

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← SANTA BARBARA
(PAE) →

4,060
4.6
15
4.6

4.6
16
4.6

*
*
4.6
4.6

NBC NIGHTLY
NEWS

7,580
8.6
19
8.6

8.6

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.5
26

8.1
27

8.7
27

9.3
28

10.2
28

10.5
27

12.3
27

13.2
28

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1
7

2.3
8

2.6
8

3.0
9

2.8
8

2.6
7

2.6
6

2.7
6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8
3

0.9
3

0.9
3

0.9
3

0.9
3

1.0
2

1.0
2

1.1
2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.5
12

3.7
12

4.1
13

4.3
13

4.0
11

4.2
11

4.4
10

4.6
10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4
5

1.5
5

1.4
4

1.3
4

1.4
4

1.6
4

2.2
5

2.5
5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.0	7.8	8.8	10.0	11.5	13.4	14.8	16.8	19.3	21.2	22.9	23.8	24.1	24.8	24.9	25.0	24.6	25.0

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LITTLE WIZARDS	ALL NEW POUND PUPPIES	MY PET MONSTER	FLINTSTONE KIDS	REAL GHOSTBUSTERS I	REAL GHOSTBUSTERS II	BUNNY/TWEETY SHOW I
1,150	1,950	2,660	3,010	3,810	4,250	4,160
1.3	2.2	3.0	3.4	4.3	4.8	4.7
10	14	15	14	17	19	19
1.1	1.6	2.0	2.4	2.8	3.2	4.5

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,420	2,220	3,280	3,900	4,250	2,920	3,190
1.6	2.5	3.7	4.4	4.8	3.3	3.6
13	16	18	19	20	13	15
1.5	1.7	2.2	2.8	3.5	3.9	3.6

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
2,040	2,660	3,540	4,340	3,810	4,340	3,280
2.3	3.0	4.0	4.9	4.3	4.9	3.7
19	19	20	21	18	20	15
2.1	2.6	2.8	3.2	3.9	4.2	3.8

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1 28	2.7 29	3.3 27	3.8 24	4.6 23	5.1 22	5.4 22	5.6 22	6.0 24
-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7 9	1.0 11	1.1 9	1.4 9	1.4 7	1.5 6	1.5 6	1.3 5	1.7 7
----------	-----------	----------	----------	----------	----------	----------	----------	----------

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1 1	0.2 2	0.5 4	0.7 4	0.8 4	0.9 4	1.0 4	1.3 5	1.4 6
----------	----------	----------	----------	----------	----------	----------	----------	----------

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4 19	1.6 17	2.1 17	2.3 15	2.9 14	3.4 15	3.9 16	4.2 17	4.0 16
-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1 15	1.2 13	1.2 10	1.6 10	1.8 9	1.9 8	1.9 8	1.9 8	2.0 8
-----------	-----------	-----------	-----------	----------	----------	----------	----------	----------

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	25.4	25.8	26.1	26.5	26.2	27.0	26.1	26.1	26.4	27.0	26.9	27.8	27.6	28.4	28.9	29.7	29.7	30.2

ABC TVBUGS
BUNNY/TWEETY
SHOW IIANIMAL CRACK-
UPS

HEALTH SHOW

(1)

U.S. SENIOR OPEN GOLF-SAT

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	5,050		3,370		1,770		1,770				2,130							
%	5.7		3.8		2.0		2.0				2.4	2.1 *		2.3 *		2.7 *		2.4 *
%	22		15		8		7				8	8 *		8 *		9 *		8 *
%	5.4	5.9	3.8	3.8	2.1	1.8	2.0	2.1			2.0	2.2	2.2	2.3	2.7	2.7	2.5	2.3

CBS TVDENNIS THE
MENACE

TEEN WOLF

GALAXY HIGH
SCHOOL

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	2,750		2,840		3,190													
%	3.1		3.2		3.6													
%	12		12		14													
%	3.1	3.2	3.1	3.3	3.5	3.8												

NBC TV

NEW ARCHIES

FOOFUR
(PAE)

I'M TELLING

(2)

NBC MAJOR LEAGUE BASEBALL
BOSTON VS DETROIT
MONTREAL VS ST. LOUIS
(MULTI SEGMENT)(PAE)

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	2,660		2,220		1,950						4,520	6,560						
%	3.0		2.5		2.2						5.1	7.4		6.8 *		7.4 *		7.8 *
%	12		10		8						19	24		24 *		25 *		26 *
%	2.9	3.1	2.4	2.6	2.1	2.3					5.1	5.9	6.6	6.9	7.3	7.7	7.8	7.8

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.4		5.9		6.7		6.9		8.1		7.3		7.1		6.9		7.7		
25		22		25		26		30		27		25		24		26		

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9		1.8		2.0		2.1		2.6		2.2		2.0		2.1		2.5		
7		7		8		8		10		8		7		7		8		

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4		1.5		1.3		1.7		1.8		1.7		1.3		1.5		1.5		
5		6		5		7		7		6		5		5		5		

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.2		4.7		4.8		5.3		5.2		4.5		4.5		4.8		5.2		
16		18		18		20		19		16		16		16		17		

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8		2.4		2.7		2.7		2.3		2.8		3.2		3.5		2.9		
7		9		10		10		9		10		11		12		10		

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND SPECIALS, READ BETWEEN THE LINES, PT.2, ABC, (1:00-1:30), (R)
(2) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (2:00-2:18)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	30.6	31.2	31.5	31.6	31.3	31.2	32.0	32.8	35.2	36.5	36.6	37.1						

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← ABC WIDE WORLD-SPORTS SAT →

ABC WRLD NEWS
TONIGHT-SAT

4,160												4,430					
4.7	3.4 *			4.7 *		5.2 *		5.8 *				5.0					
14	11 *			14 *		16 *		17 *				13					
3.0	3.8	4.6	4.7	4.9	5.5	5.9	5.6					4.9	5.0				

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← ST JUDE CLASSIC-SAT
FEDERAL EXPRESS →CBS SAT. NEWS-
SCHIEFFER

2,390												4,080					
2.7	2.4 *			2.7 *		3.1 *						4.6					
8	8 *			8 *		9 *						12					
2.4	2.4	2.5	2.8	2.9	3.2							4.5	4.8				

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← NBC MAJOR LEAGUE BASEBALL
BOSTON VS DETROIT
MONTREAL VS ST LOUIS
(MULTI SEGMENT) (PAE) →NBC NIGHTLY
NEWS-SAT.

	7.9 *		7.9 *		7.4 *							5,580					
	26 *		25 *		24 *							6.3					
8.1	7.7	7.8	7.8	7.4	0.5 ^							16					
												6.0	6.5				

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

8.1		8.7		9.0		9.8		10.2		11.4	
26		28		29		30		28		31	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3		2.4		2.7		3.1		3.1		3.7	
7		8		9		10		9		10	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7		1.7		1.8		1.8		1.9		1.9	
6		5		6		6		5		5	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.0		5.2		5.4		5.7		6.1		6.2	
16		16		17		18		17		17	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7		2.8		3.4		3.6		3.0		3.0	
9		9		11		11		8		8	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.1	6.7	7.5	8.9	10.4	12.3	13.7	15.3	17.1	18.8	19.7	21.1	21.7	22.9	22.9	23.3	24.2	25.0

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,280																		
3.7	3.1 *								3.9 *				3.9 *		1,860			
18	17 *								19 *				17 *		2.1			
2.9	3.4	3.7							4.1	4.1			3.8		2.2	2.0		

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,770																		
2.0	1.8 *				2.1 *				2.0 *				2.1		1,860			
13	15 *				14 *				11 *				10					
1.7	2.0	2.1			2.2	2.1			1.9	2.2	2.1							

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8		2.5		3.4		4.5		5.7		6.0		6.3		7.1		8.3
28		30		30		31		32		29		28		31		34

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.5	^	1.0		1.2		1.4		1.8		1.9		1.7		1.9		2.3
8	^	12		11		10		10		9		8		8		9

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	v	0.2	^	0.5	^	0.9		1.1		1.3		1.5		1.7		1.7
2	v	2	^	4	^	6		6		6		7		7		7

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4		1.7		2.7		3.2		3.5		4.1		4.4		4.6		5.8
22		21		24		22		19		20		20		20		24

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2		1.2		1.4		1.6		2.0		2.6		3.2		3.8		3.1
19		15		12		11		11		13		14		16		13

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	25.4	26.1	27.0	27.6	28.3	28.8	27.5	28.9	29.5	30.6	31.6	32.6	32.9	33.6	34.2	34.8	34.7	34.5

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,840			890		1,860				2,840							
SHARE AUDIENCE %	%	3.2	3.0 *		3.5 *	1.0	2.1	2.0 *		2.3 *	3.2	3.2 *		3.1 *		3.1 *		3.3 *
AVG. AUD. BY 1/4 HR	%	12	12 *		13 *	4	7	7 *		7 *	9	10 *		9 *		9 *		10 *
	%	2.8	3.2	3.5	3.5	1.1	0.9	1.9	2.1	2.2	2.3	3.1	3.3	3.1	3.1	3.1	3.3	3.3

<-THIS WEEK-DAVID BRINKLEY->BUSINESS WORLD

INTERNATIONAL RACE CHAMPS

COCA-COLA OLYMPIC TRIALS
(2:00-4:07)(PAE)

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE %	%																	
AVG. AUD. BY 1/4 HR	%																	

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE %	%																	
AVG. AUD. BY 1/4 HR	%																	

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	9.1		9.3		10.1		9.7		10.4		10.5		11.1		11.9		12.0	
SHARE AUDIENCE %	35		34		35		34		35		33		33		34		35	

SUPERSTATIONS

AVERAGE AUDIENCE	2.4		2.7		2.9		3.0		3.3		3.1		3.4		3.6		3.3	
SHARE AUDIENCE %	9		10		10		11		11		10		10		10		10	

PBS

AVERAGE AUDIENCE	1.5		1.5		1.6		1.6		1.3		1.1		1.2		1.5		1.4	
SHARE AUDIENCE %	6		5		6		6		4		3		4		4		4	

CABLE ORIG.

AVERAGE AUDIENCE	5.8		6.3		6.3		5.9		6.0		6.7		6.7		6.8		6.8	
SHARE AUDIENCE %	22		23		22		21		20		21		20		20		20	

PAY SERVICES

AVERAGE AUDIENCE	3.0		2.8		2.9		2.8		3.0		3.1		3.4		3.6		3.6	
SHARE AUDIENCE %	12		10		10		10		10		10		10		10		10	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	34.3	34.5	34.4	34.3	34.3	34.5	34.7	35.7	37.6	38.5	38.9	40.2						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

2,480
2.8
8
3.0

2.7
8
2.6

*
*
2.5

2.6
8
2.6

*
*
2.6

2.6
7
2.6

*
*
2.7

2.9
8
3.2

*
*
3.5

2,480
2.8
7
3.6

1.9

U.S. SENIOR OPEN GOLF-SUN
(4:07-6:13)(PAE)

ABC WRLD NEWS
TONIGHT-SUN

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

3,460
3.9
11
4.0

3.9
11
3.8

*
*
3.7

3.7
11
3.6

*
*
3.5

3.6
10
3.7

*
*
3.8

4.0
11
4.2

*
*
4.6

4,870
5.5
14
6.3

ST JUDE CLASSIC-SUN
FEDERAL EXPRESS
(4:00-6:06)(PAE)

CBS EVENING
NEWS-SUNDAY
(PAE)

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

2,300
2.6
8
2.4

2.4
7
2.5

*
*
2.8

2.7
8
2.7

*
*
3.1

3,370
3.8
11
3.4

*
*
4.0

4.3
12
4.6

*
*
4.6

6,290
7.1
17
7.2

7.0

NBC SPORTS SPECIAL
ULTIMATE YACHT RACE 2

SPORTSWORLD

NBC NIGHTLY
NEWS-SUN

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.8
40

13.7
40

13.2
38

12.4
35

11.7
31

12.1
31

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.5
10

3.1
9

3.3
10

3.1
9

3.1
8

2.9
7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5
4

1.7
5

1.8
5

1.8
5

1.5
4

1.5
4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.6
19

6.9
20

6.9
20

7.1
20

6.6
17

6.0
15

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.5
10

4.0
12

4.3
13

3.8
11

4.0
11

4.3
11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.